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5A

Jughead

WHAT IS HIS SECRET?



FIND OUT WHAT
GIRLS REALLY THINK
ABOUT JUGHEAD!

DOUG CRANE

WHAT HAPPENS EVERY TIME YOU BITE INTO A Striped Chips Ahoy!

Chocolate Chip Cookies



DEGUF

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PCISH

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OCOIKE

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TO FIND OUT,
UNSCRAMBLE EACH
SET OF LETTERS TO FORM
A WORD THAT DESCRIBES
STRIPED CHIPS AHoy!
WRITE EACH WORD IN
THE BOXES. NOW ARRANGE
THE CIRCLED LETTERS
TO COMPLETE THE
LINE "BETCHA
BITE A _____."

BETCHA
BITE A

--	--	--	--	--	--



ANS: FUDGE, DELICIOUS, RICH, CHOCOLATE, CHIPS, COOKIE.

Jughead

FOOD FOR
THOUGHT

THIS ALL-GIRL
BEACH PARTY
WAS A GREAT
IDEA, RON!

YES! IT'S GOOD
TO GET AWAY
FROM BOYS ONCE
IN A WHILE!

RIGHT! SO
WE CAN TALK
ABOUT BOYS!

HEY!!
LET'S SET UP HERE
IN FRONT OF THE
SNACK STAND!

YOU SOUND LIKE
JUGHEAD JONES!



SCRIPT: NATE BUTLER/TOM MOORE PENCILLING: BOUG CRANE INKING: MIKE ESPOSITO LETTERING: BILL YOSHIDA COLORING/PRODUCTION: BARRY GROSSMAN EDITOR: VICTOR GORELICK EDITOR-IN-CHIEF: RICHARD GOLDWATER

SPEAKING OF JUGHEAD... I'VE
HEARD RUMORS THAT HE'S
ACTUALLY BECOME INTERESTED
IN A GIRL!

NOT ONE,
BUT TWO
GIRLS,
I HEAR!

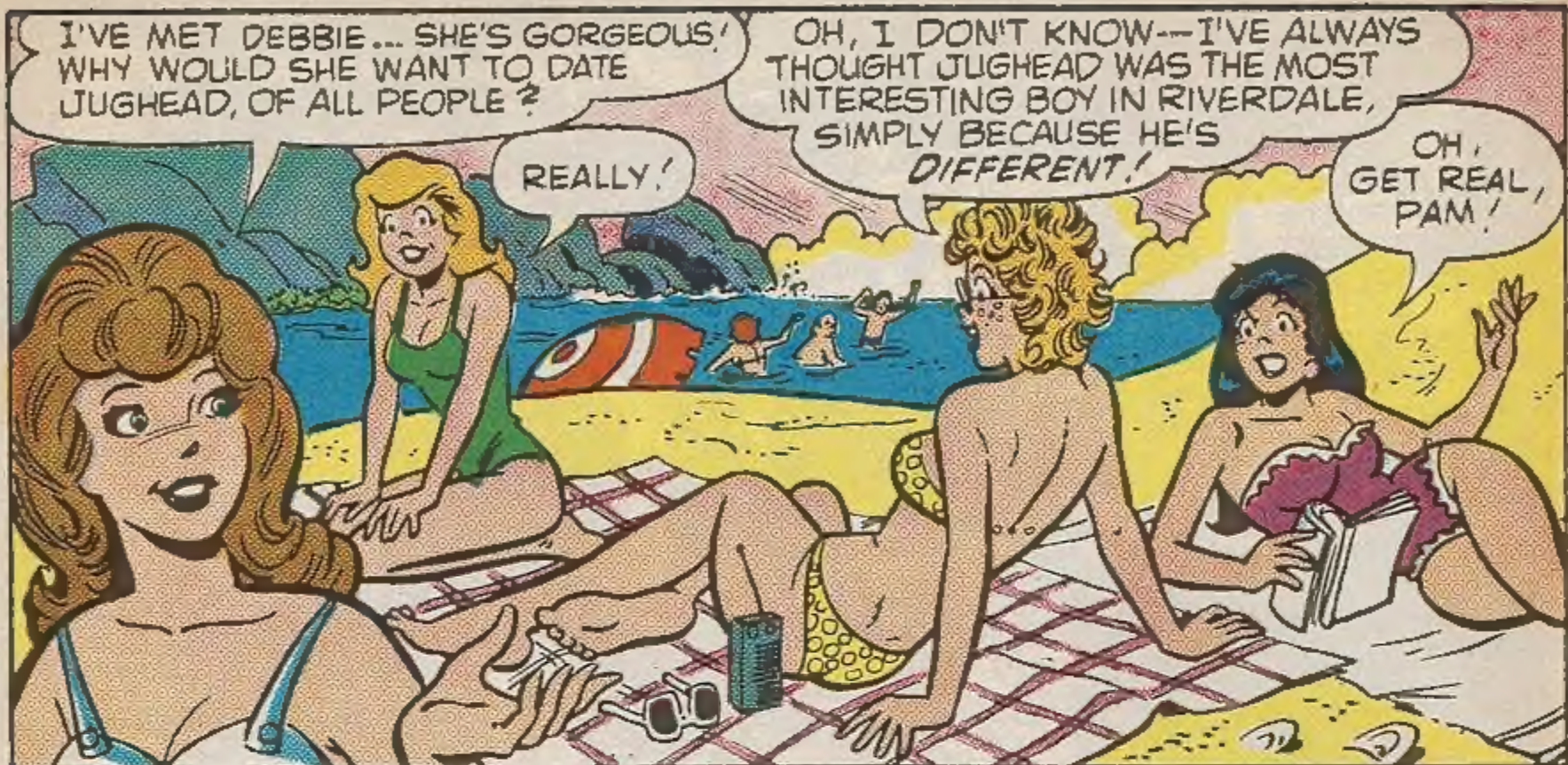


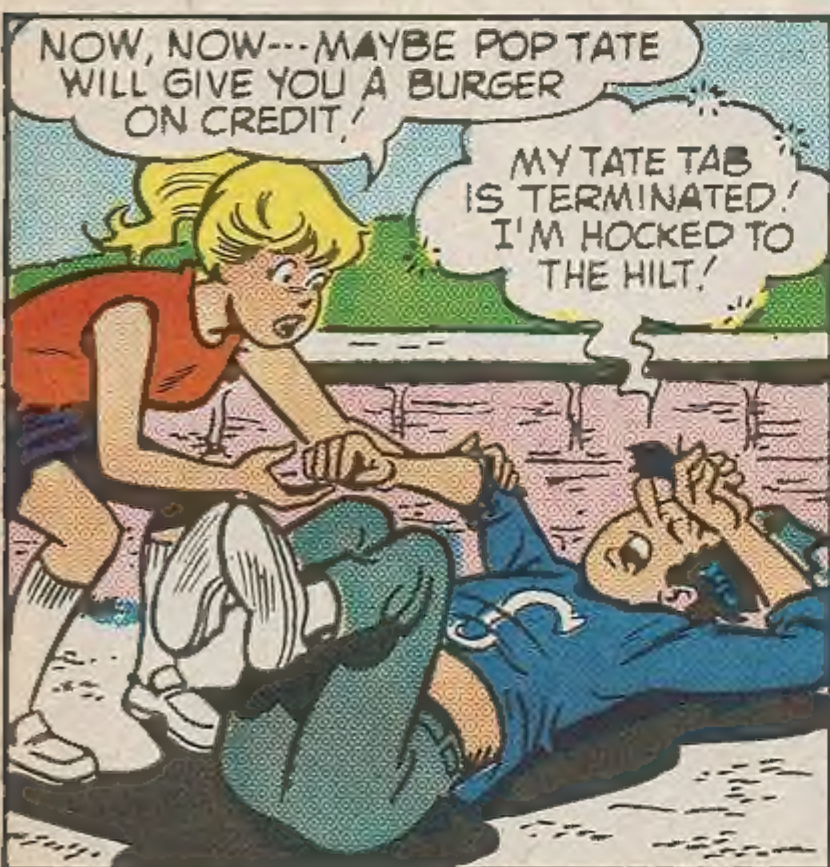
IT'S TRUE! ONE IS THAT NEW STUDENT,
DEBBIE, AND THE OTHER IS A GIRL
FROM HIS OWN HOME TOWN,
JOANI JUMMP!

THAT'S
INCREDIBLE!

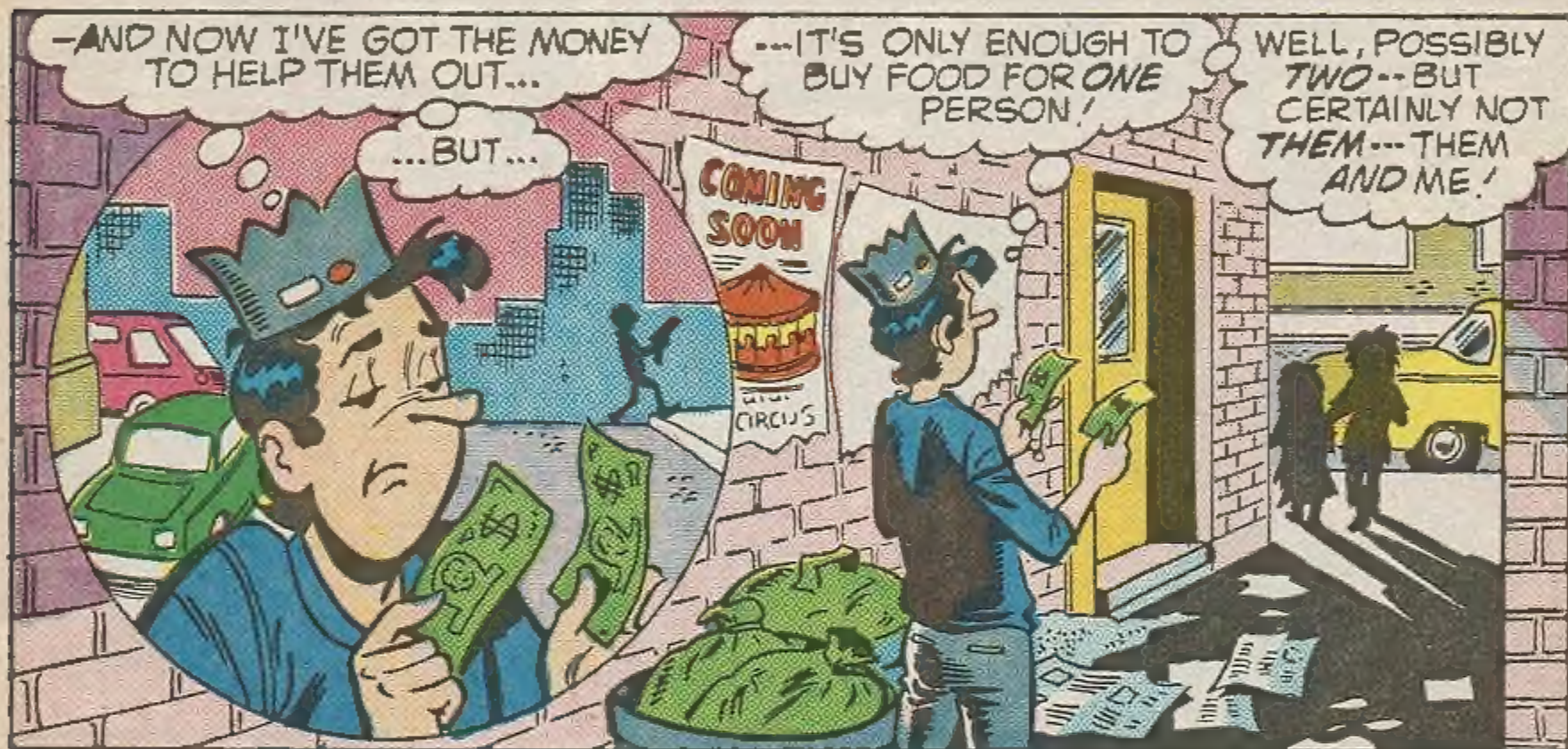


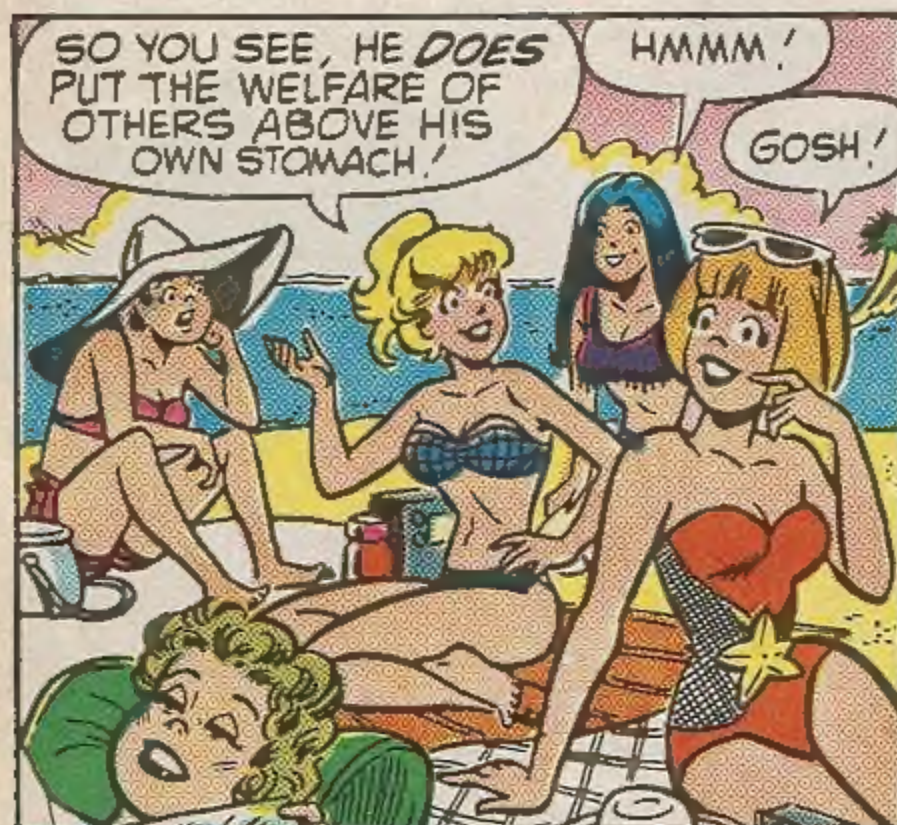
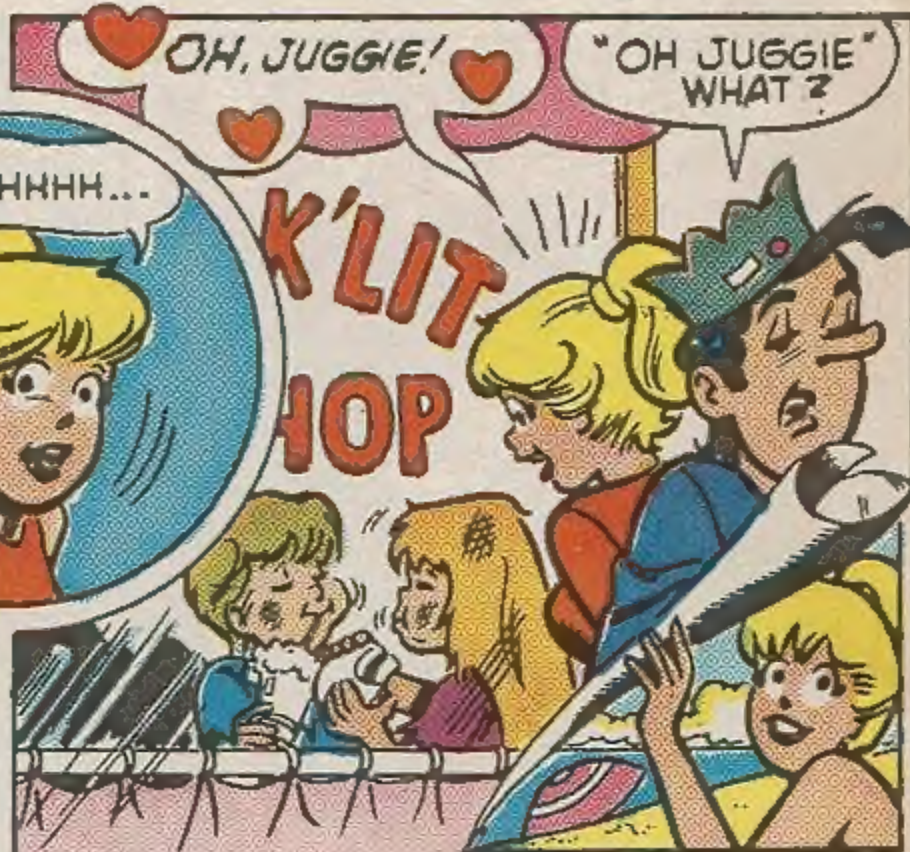
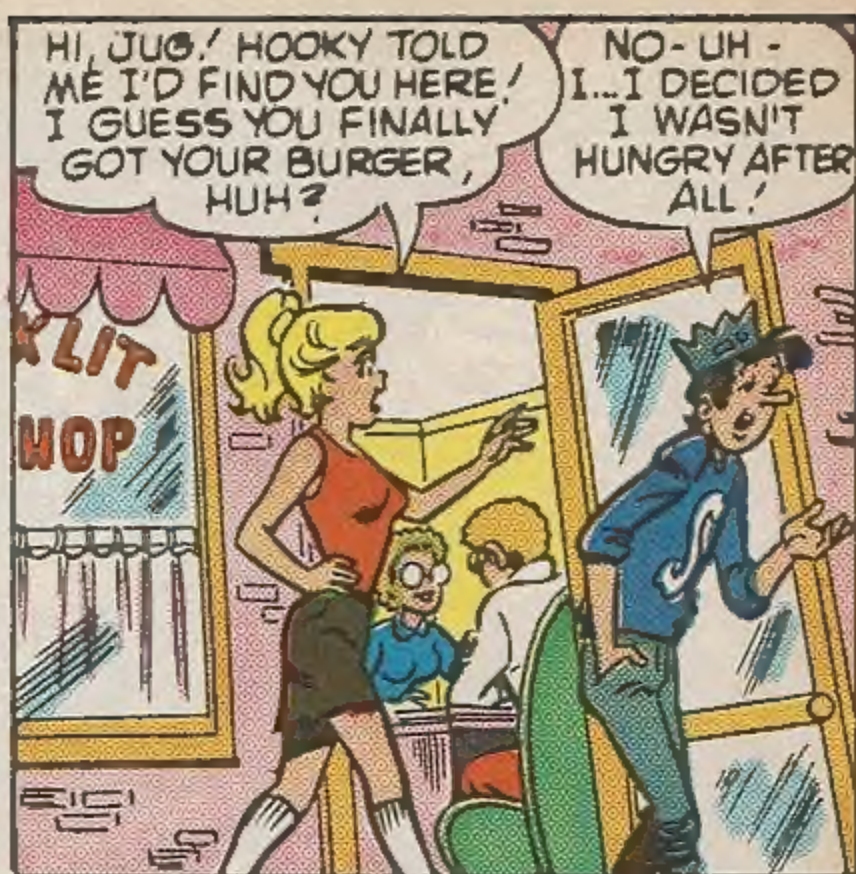
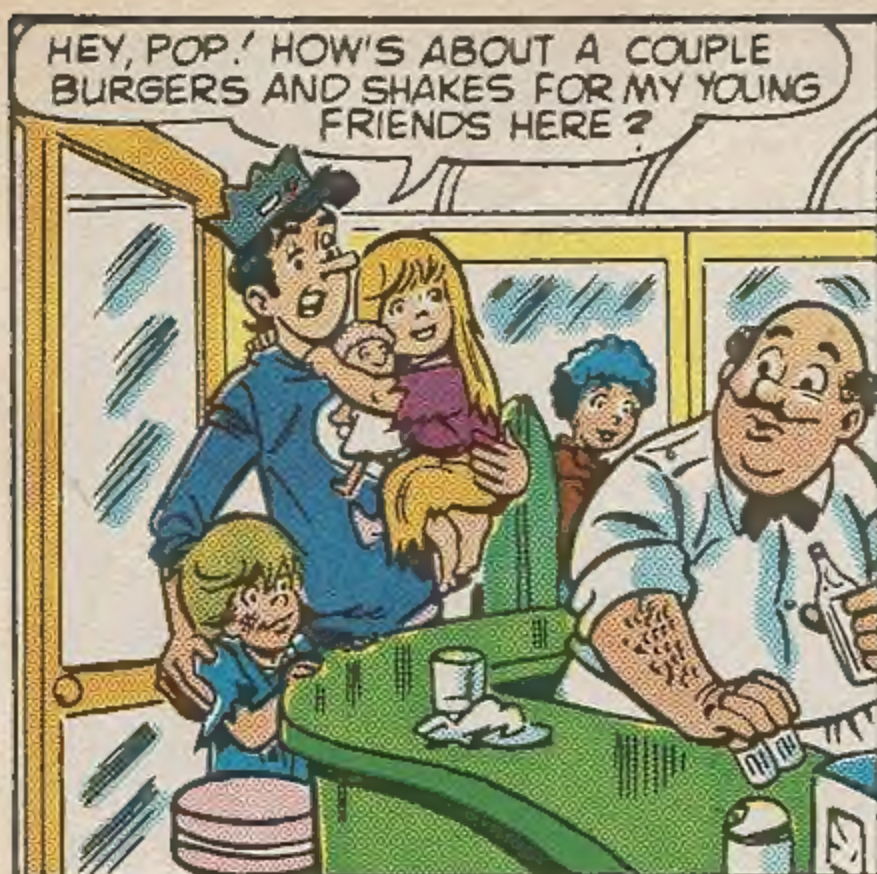
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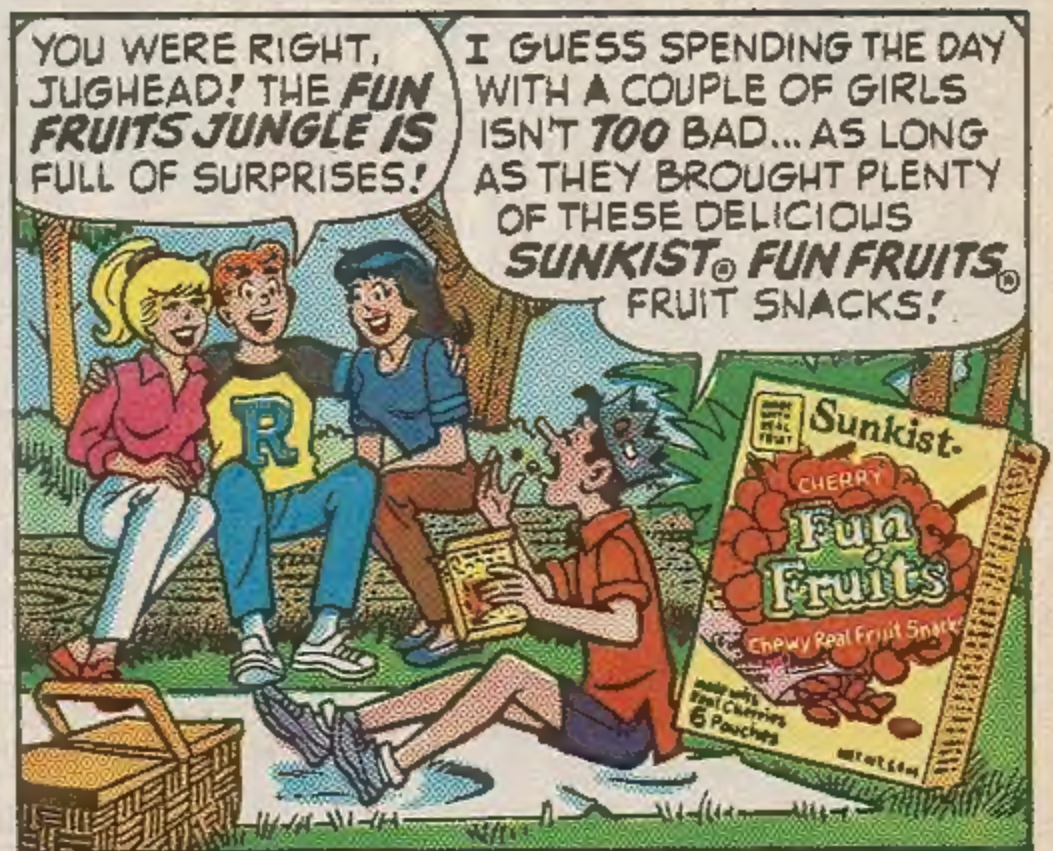
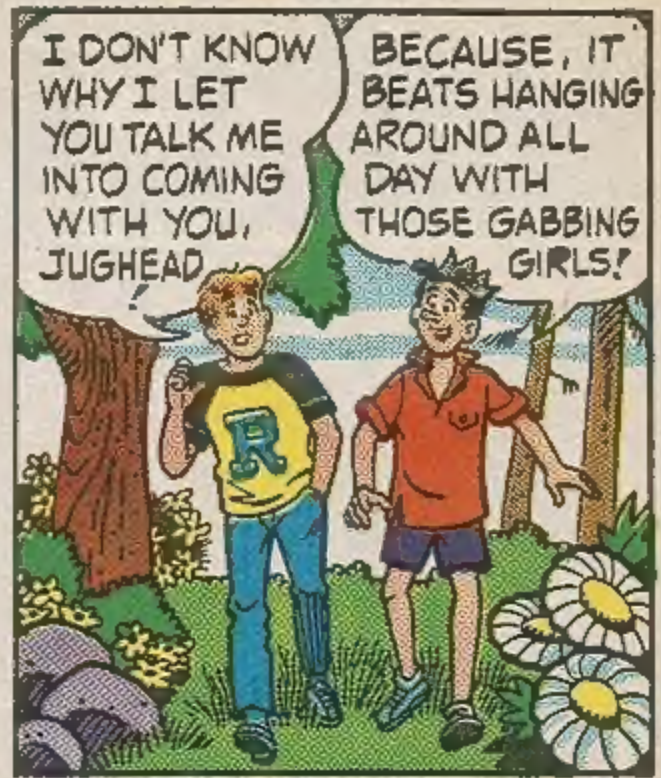
AND HIS FRIENDS

IN

"SURPRISE ENDING!"



MEANWHILE, NOT TOO FAR AWAY...



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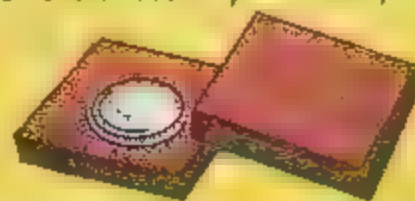
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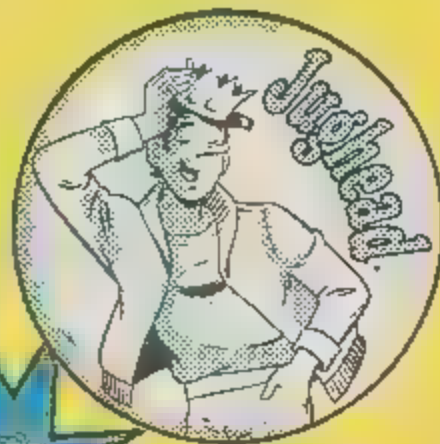
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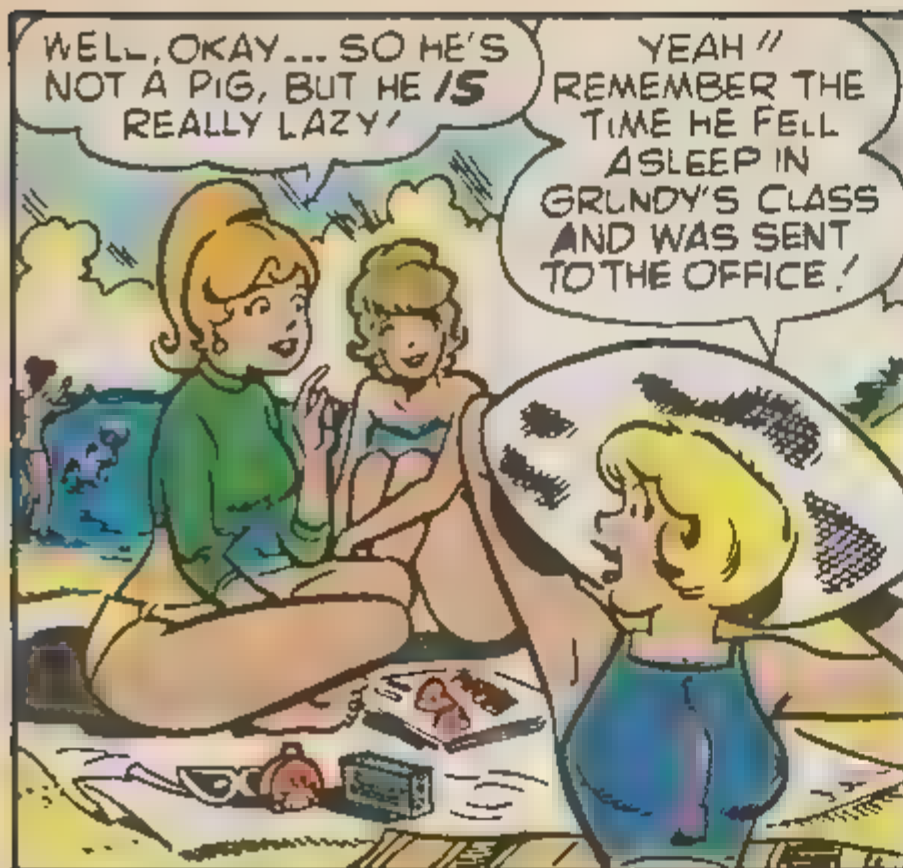
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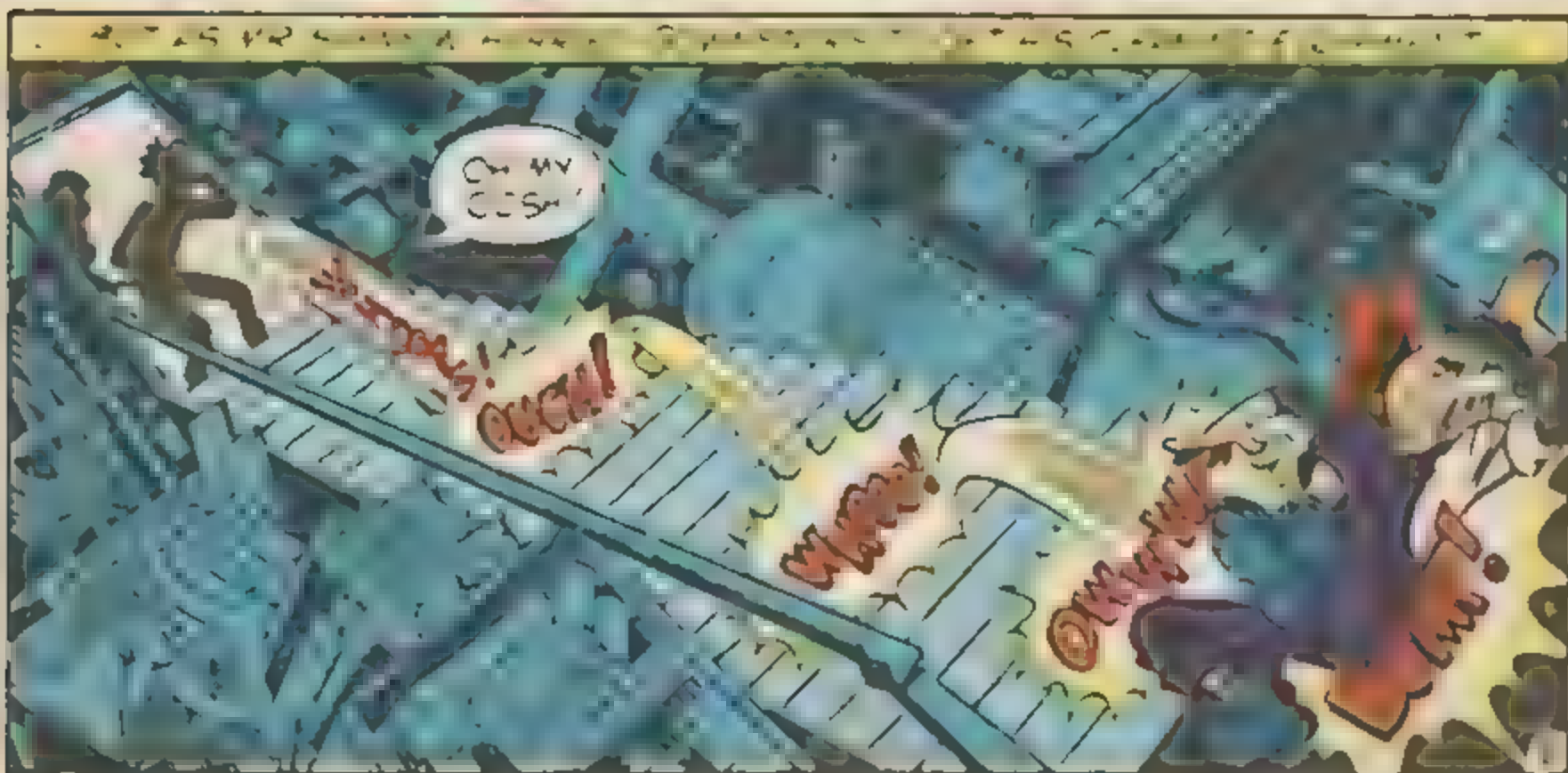
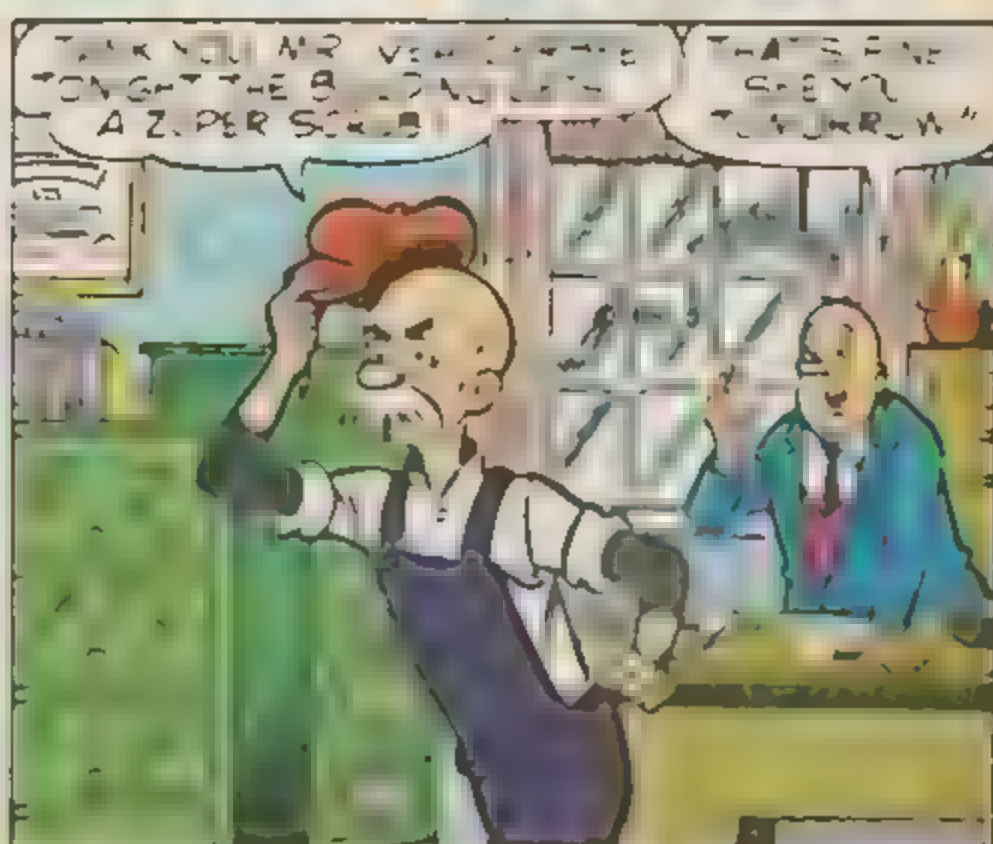
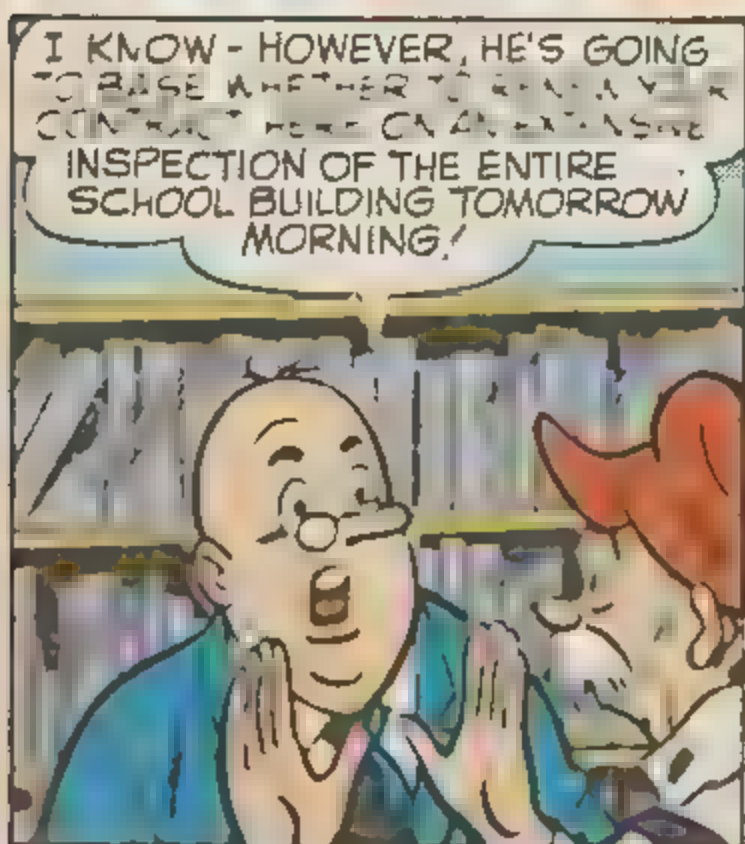
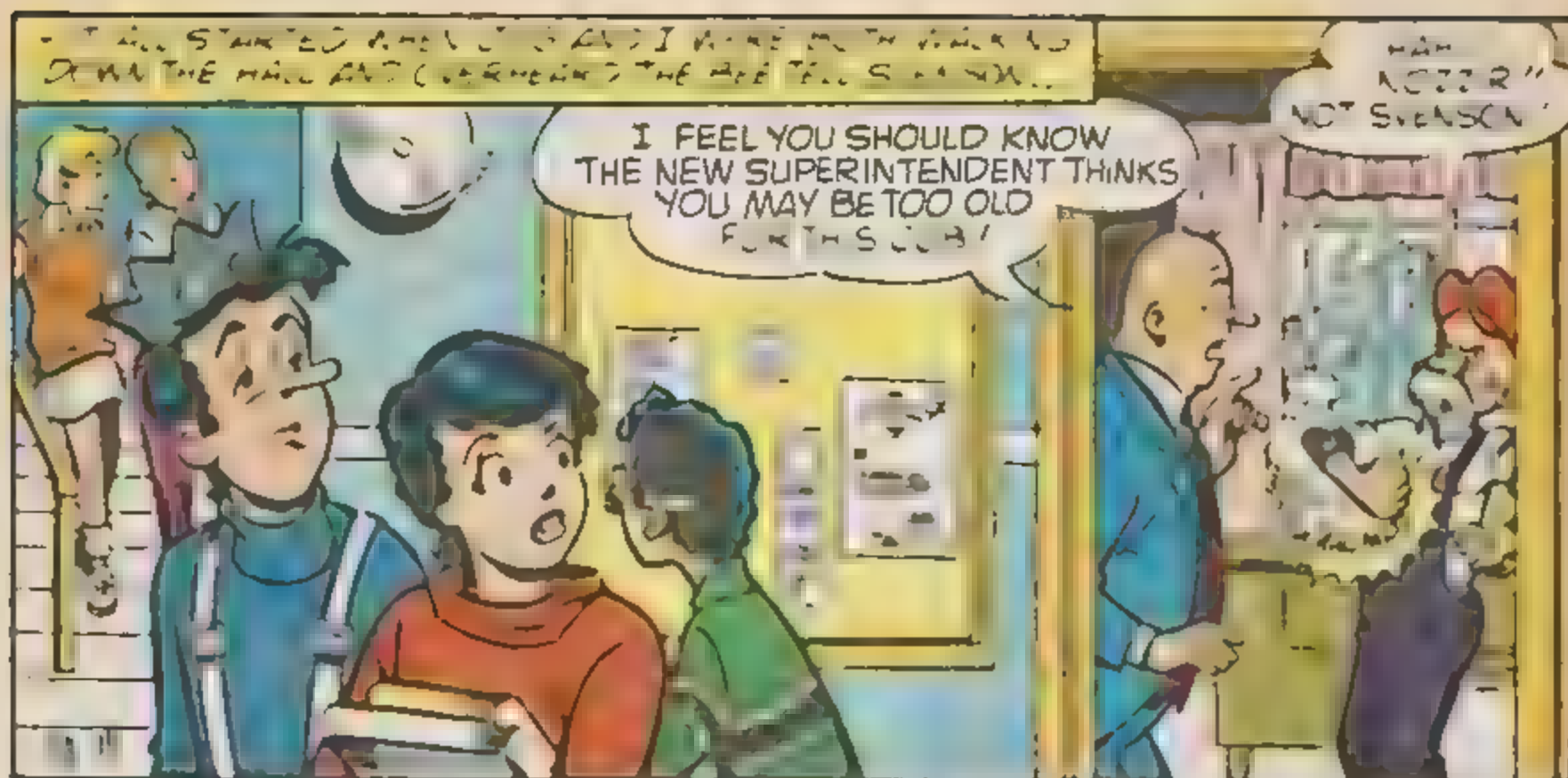
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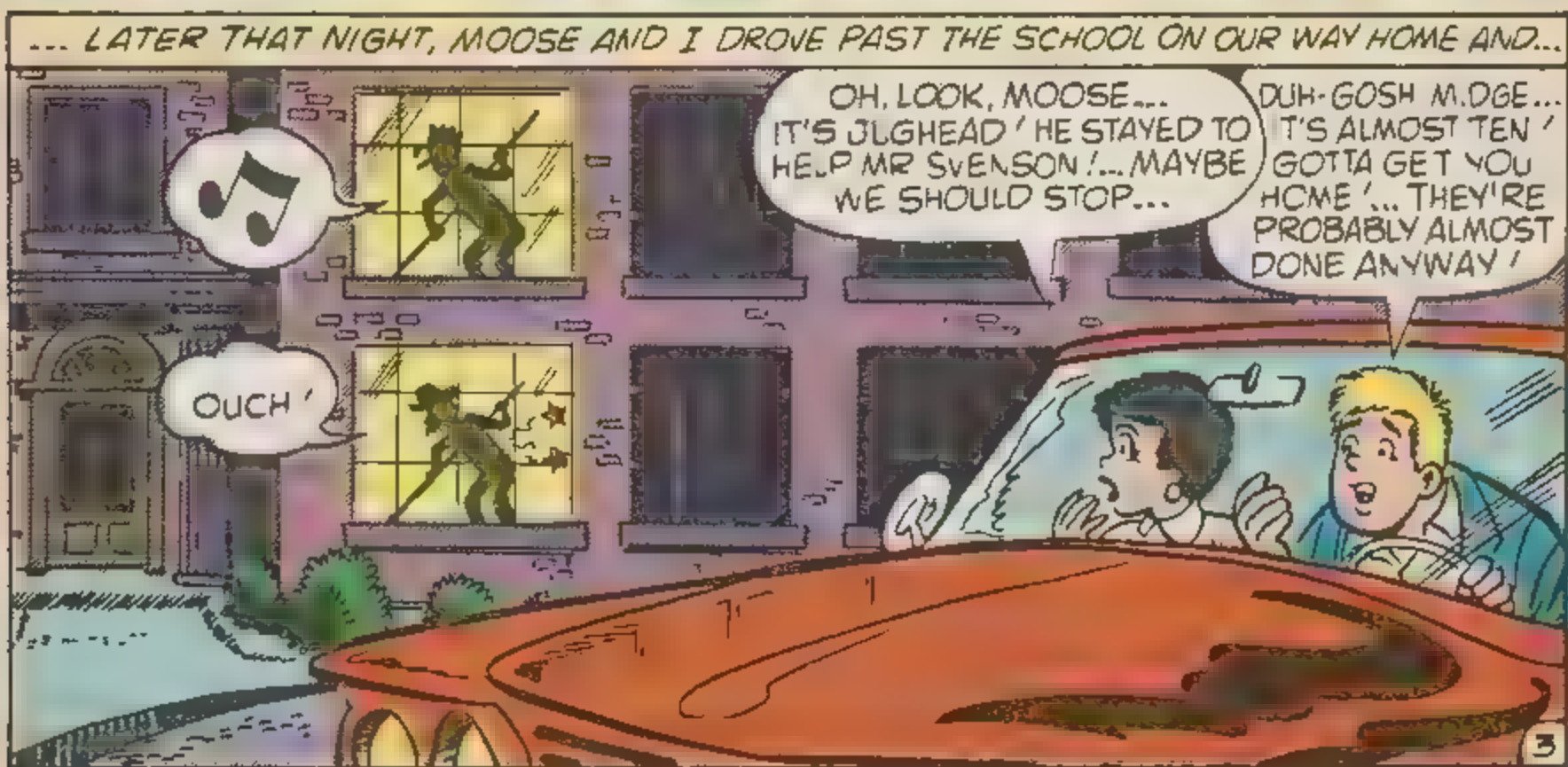
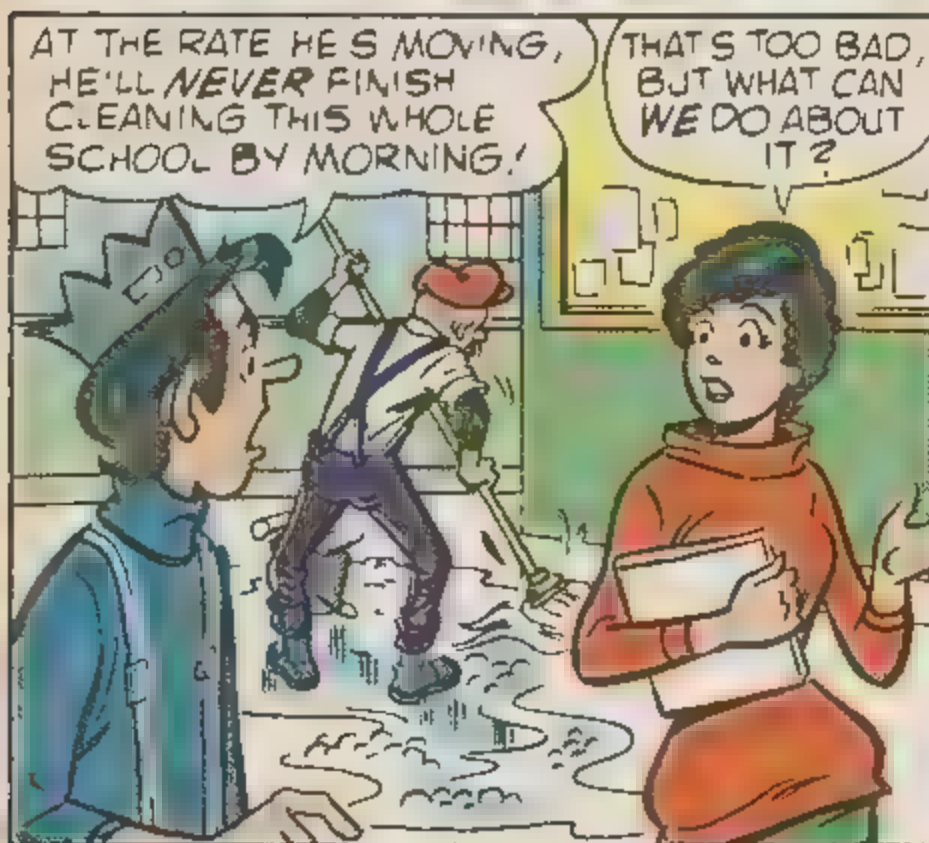
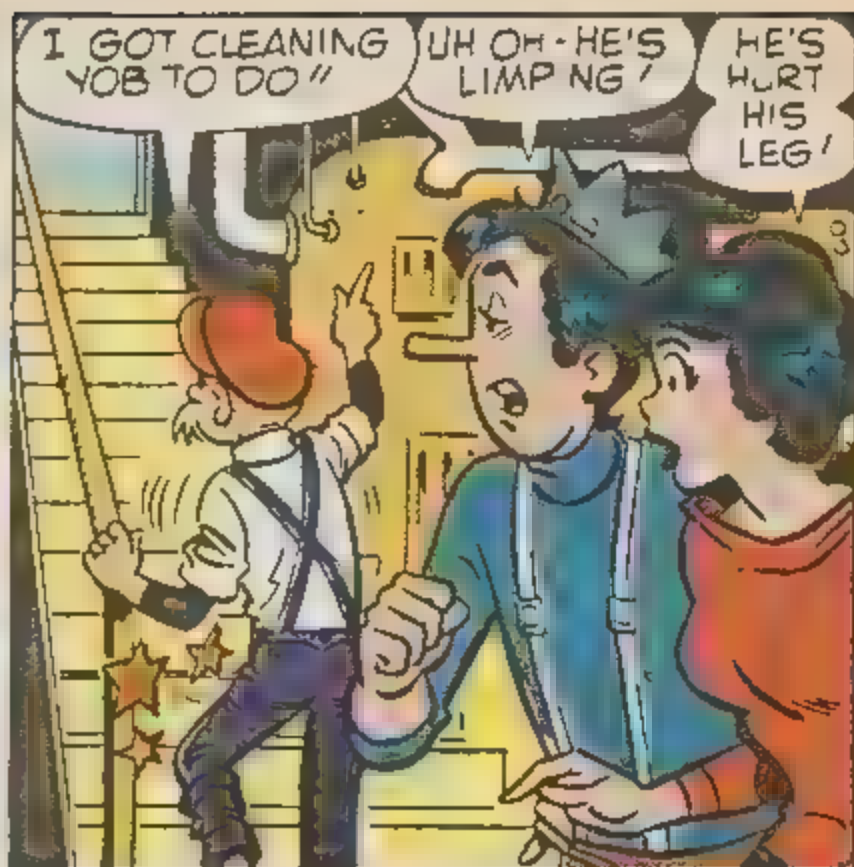
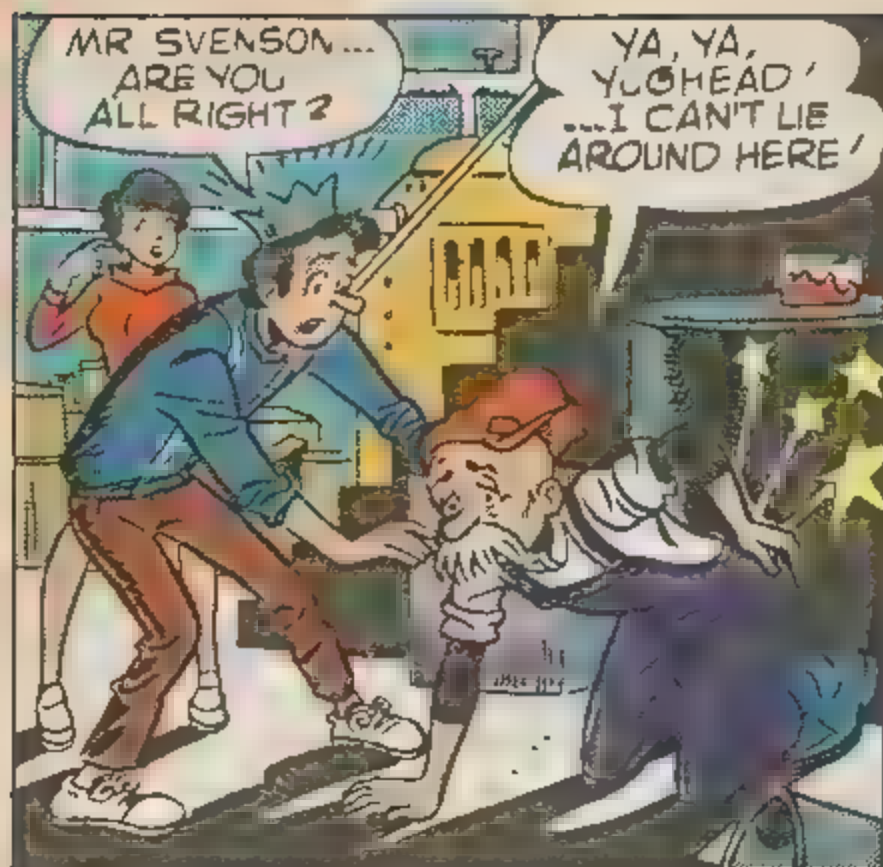
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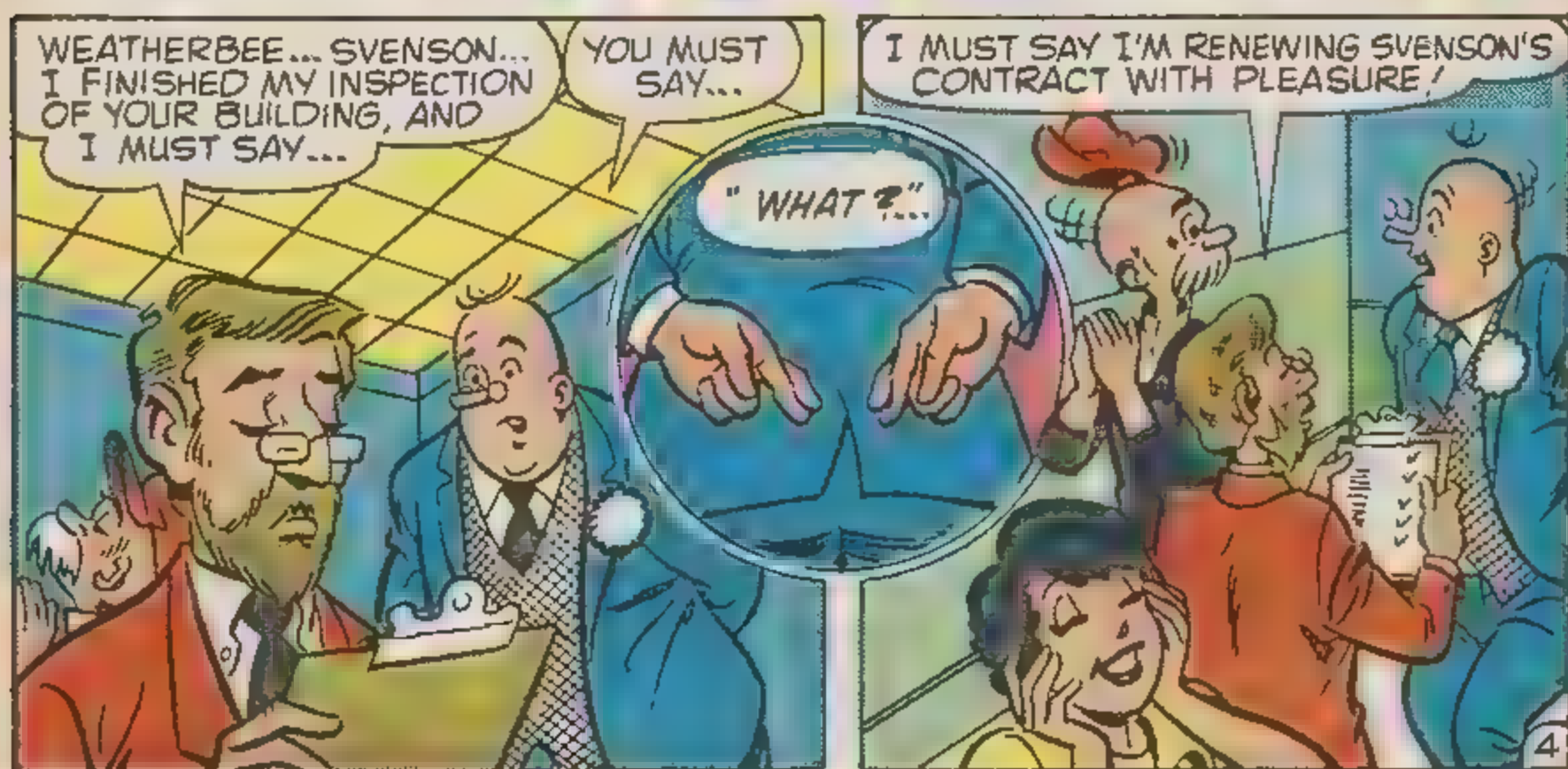
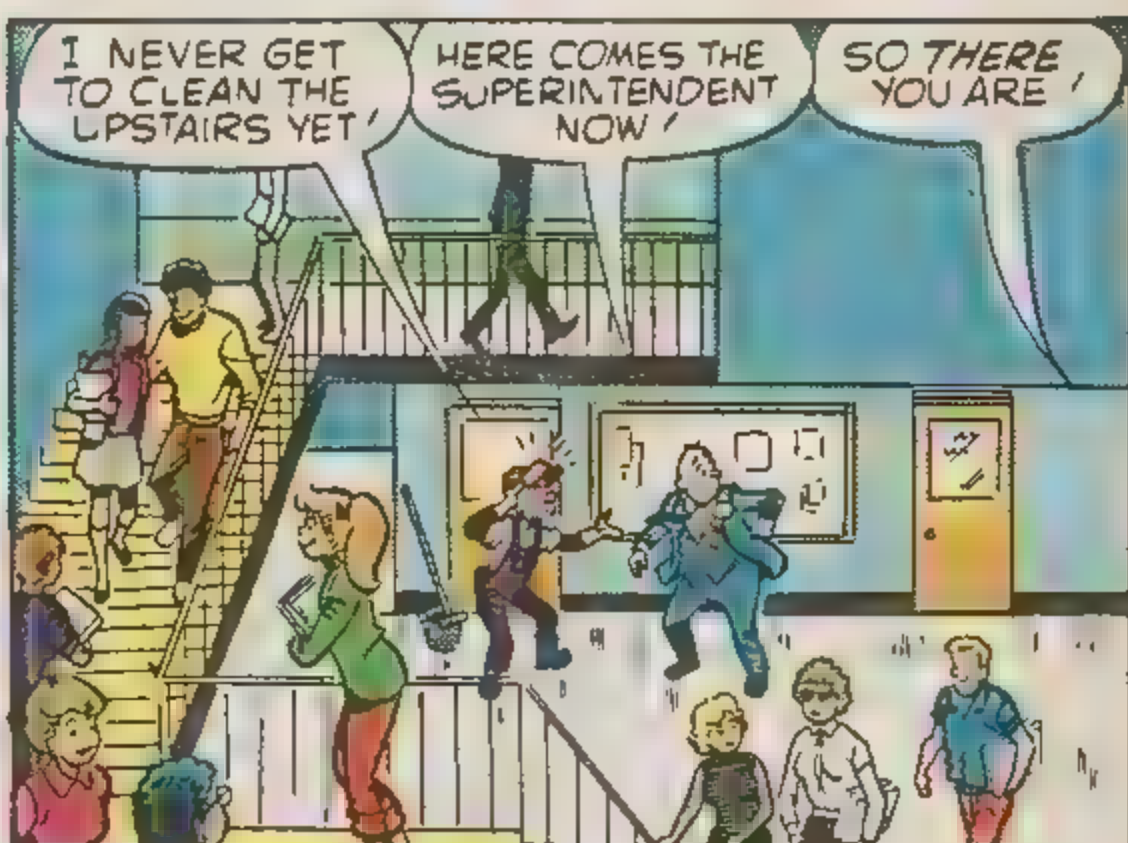
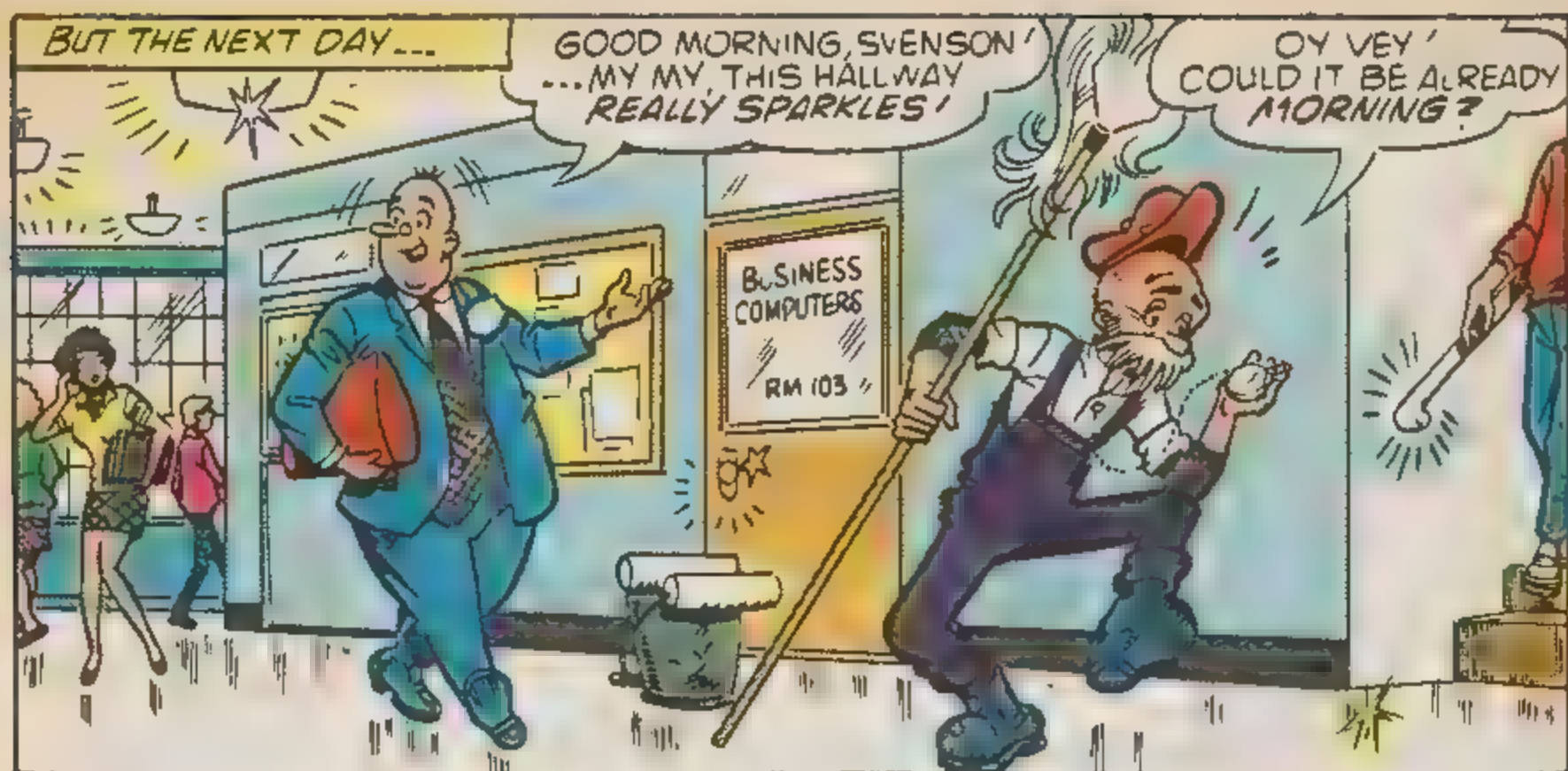
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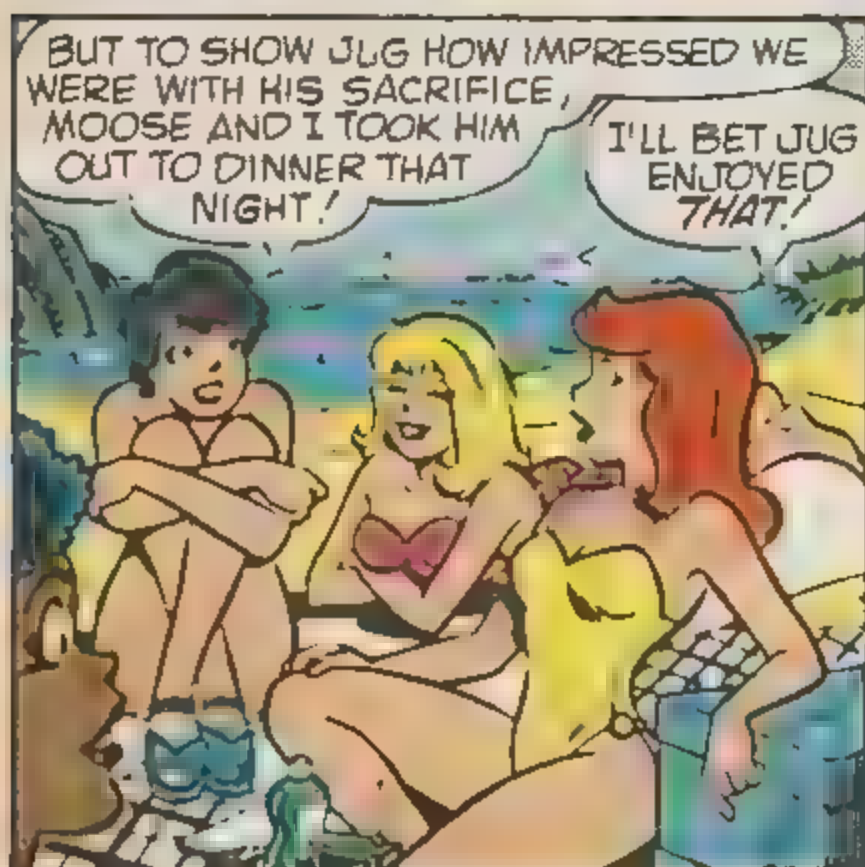
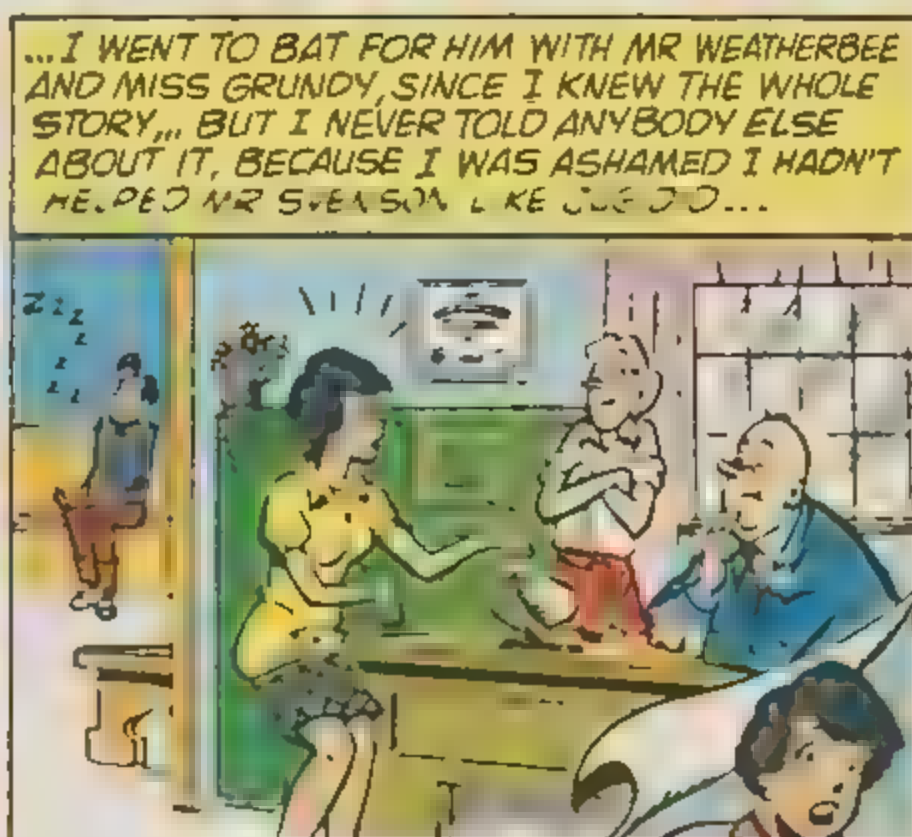
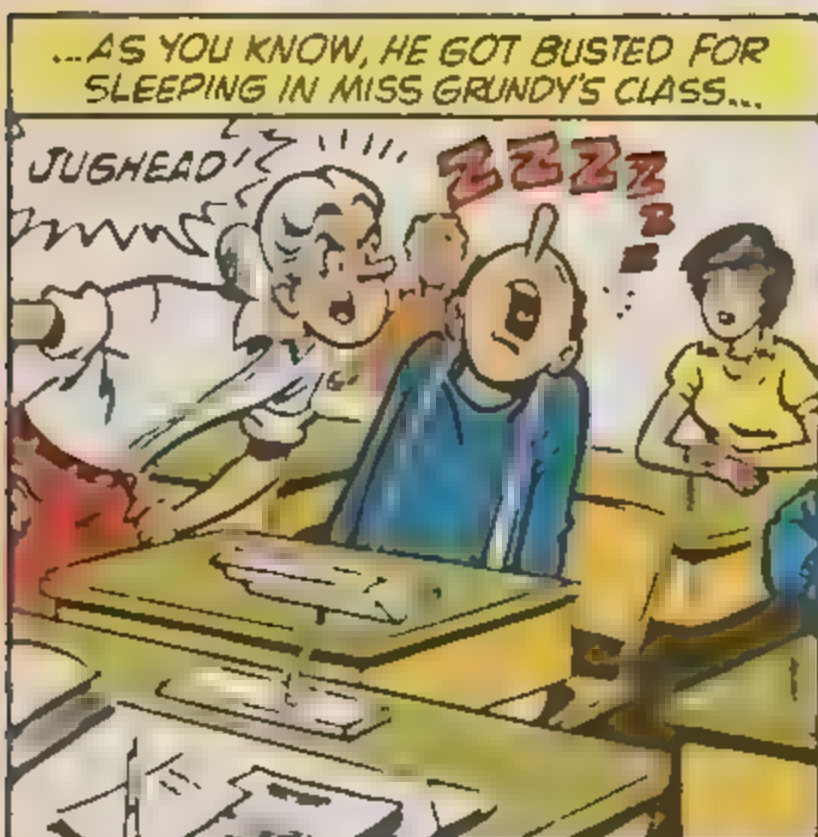
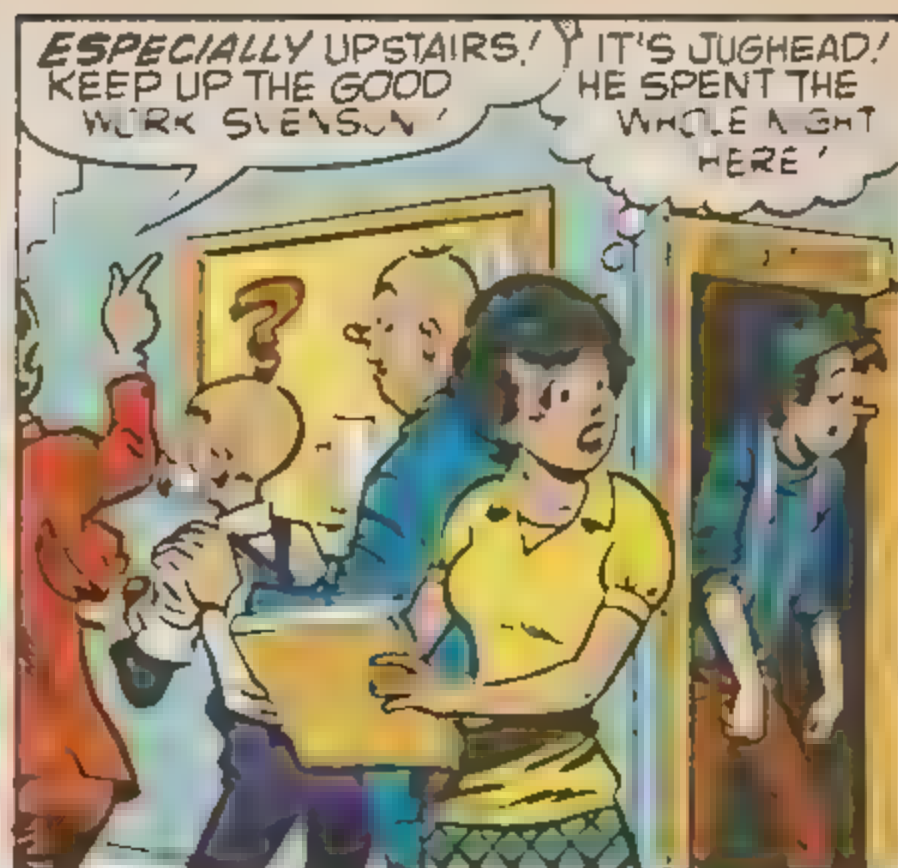
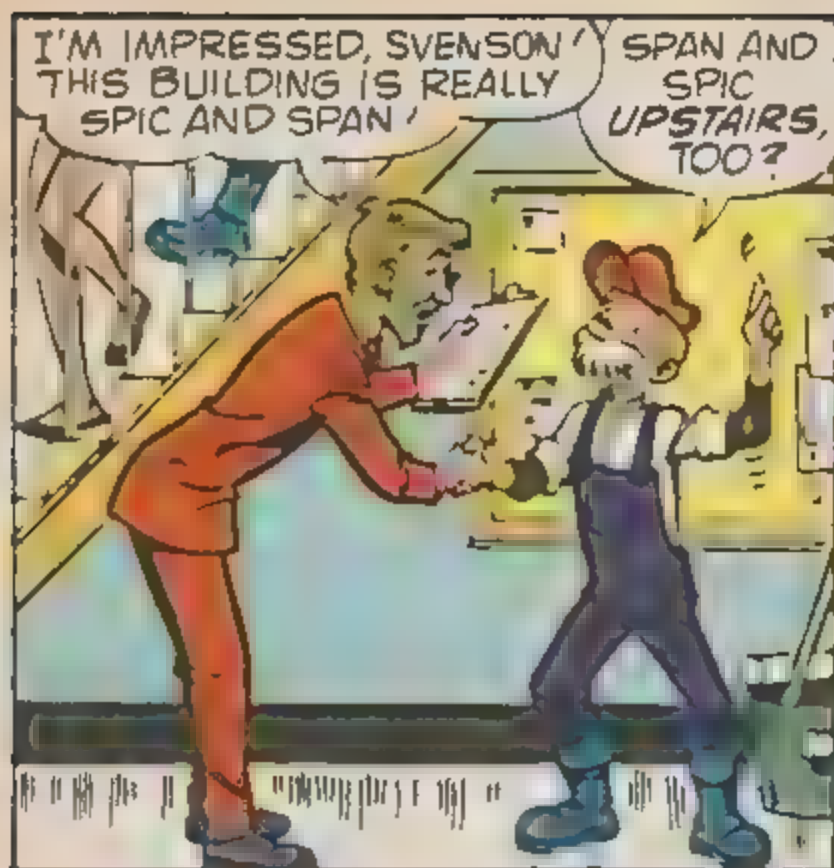












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EATING YUMMY LAFFY TAFFY™ SURE IS FUN!

FER SURE— BUT THINKING UP NEW JOKES IS TOTALLY AWESOME!

AYE, LASSIE—BUT WE NEED MORE JOKES FOR EVERY LAFFY TAFFY WR-R-APPER! WE DON'T HAVE ENOUGH!

HERE'S ONE: WHAT DID THE CHERRY TREE SAY TO GEORGE WASHINGTON?

DON'T AXE ME!

WELL?

THAT'S THE PITS!

HEY SKINHEAD! LET'S ASK ALL THE KIDS TO THINK UP LAFFY TAFFY JOKES!

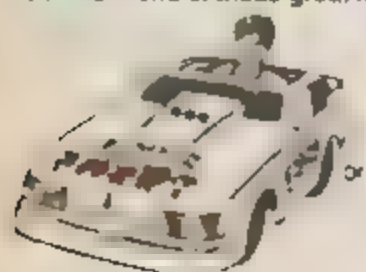
YEAH— THEY COULD SEND 'EM IN FOR PRIZES!

HEYYY... COOL IDEA! WRITING JOKES IS AS MUCH FUN AS EATING FRUITY, LAFFY TAFFY!

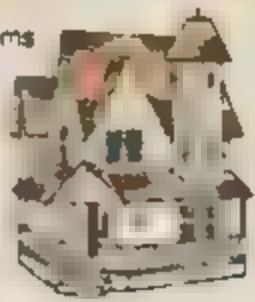


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A bright yellow "neon" "Ben Anna" pen

HERE'S HOW TO ENTER

Simply print your favorite children's joke (no more than 20 words) in question and answer form, on a separate piece of paper and send it, along with your name, address, and a wrapper from any flavor or size Laffy Taffy candy chew, to

Laffy Taffy Joke Contest
P.O. Box 236, Murray Hill Station
New York, NY 10156

Winners will be selected from all entries received, and your joke could be featured on future Laffy Taffy wrappers. Of course, jokes that are poorly written will not be selected. Enter as often as you wish, but each joke must be accompanied by a separate wrapper.

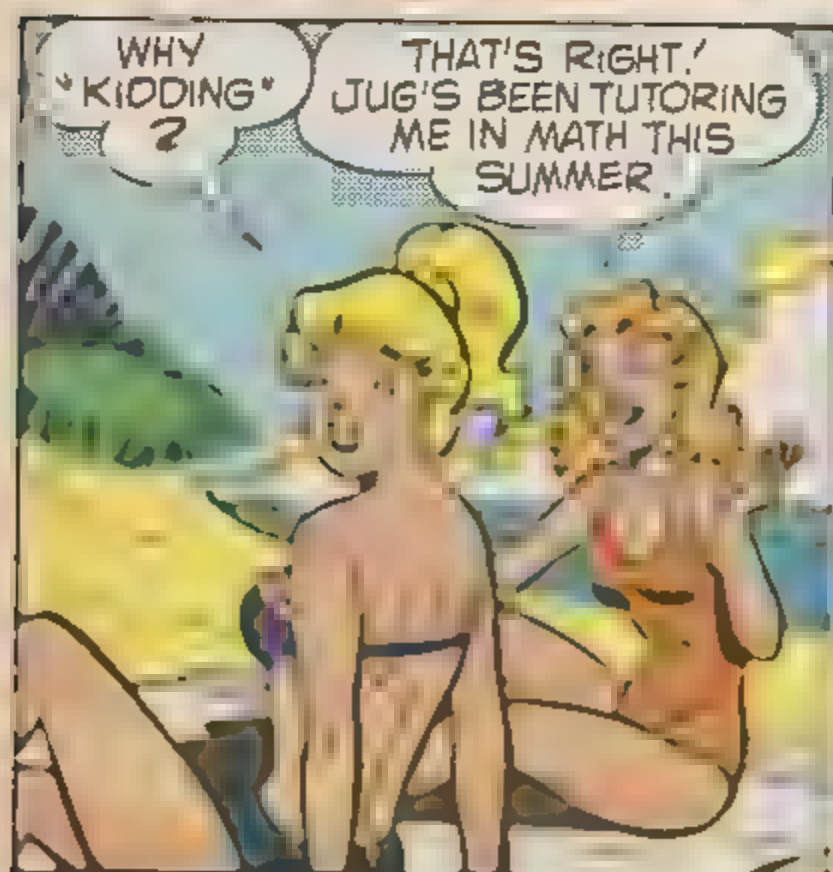
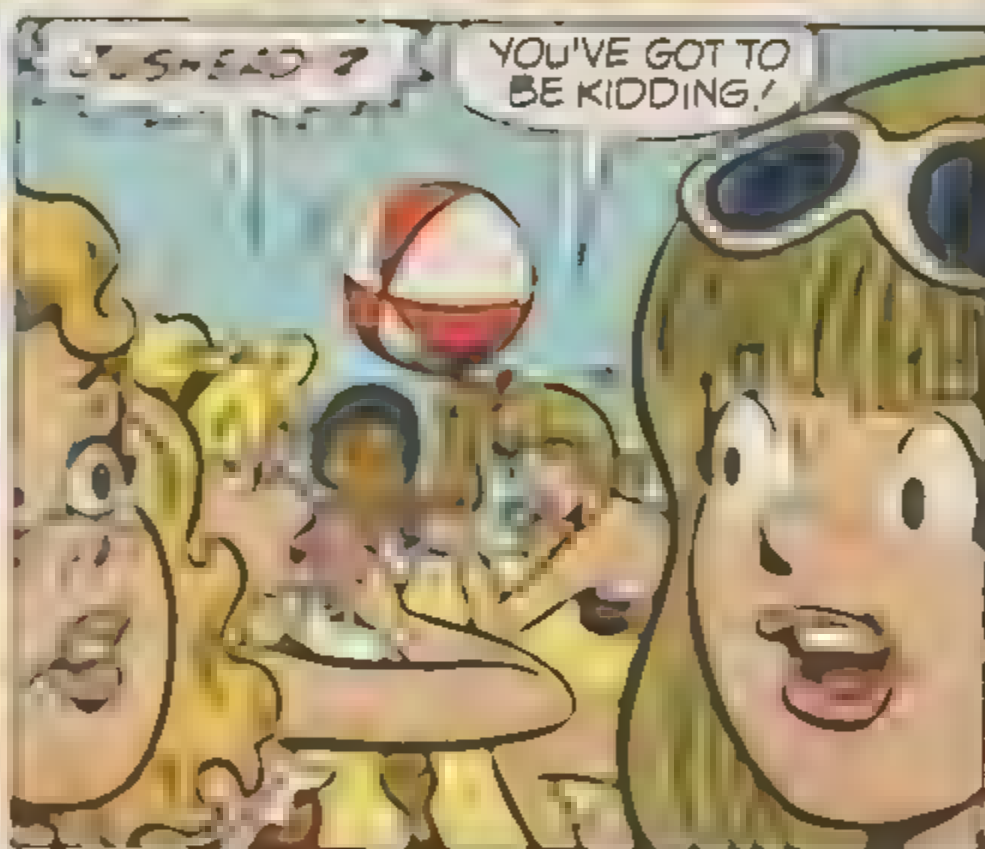
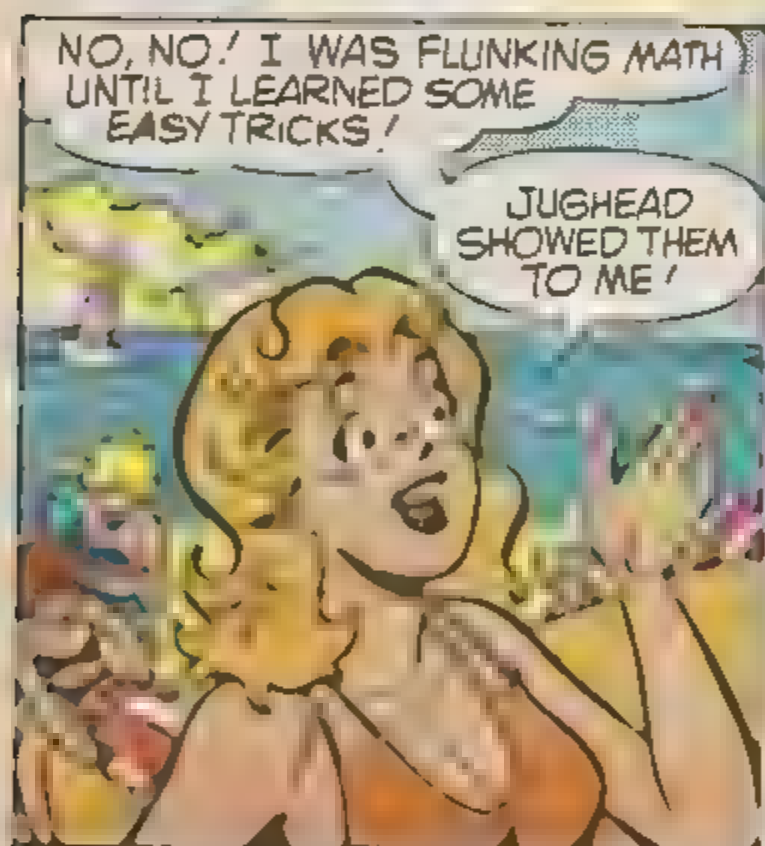
All Entries Must be Received By December 31, 1988.

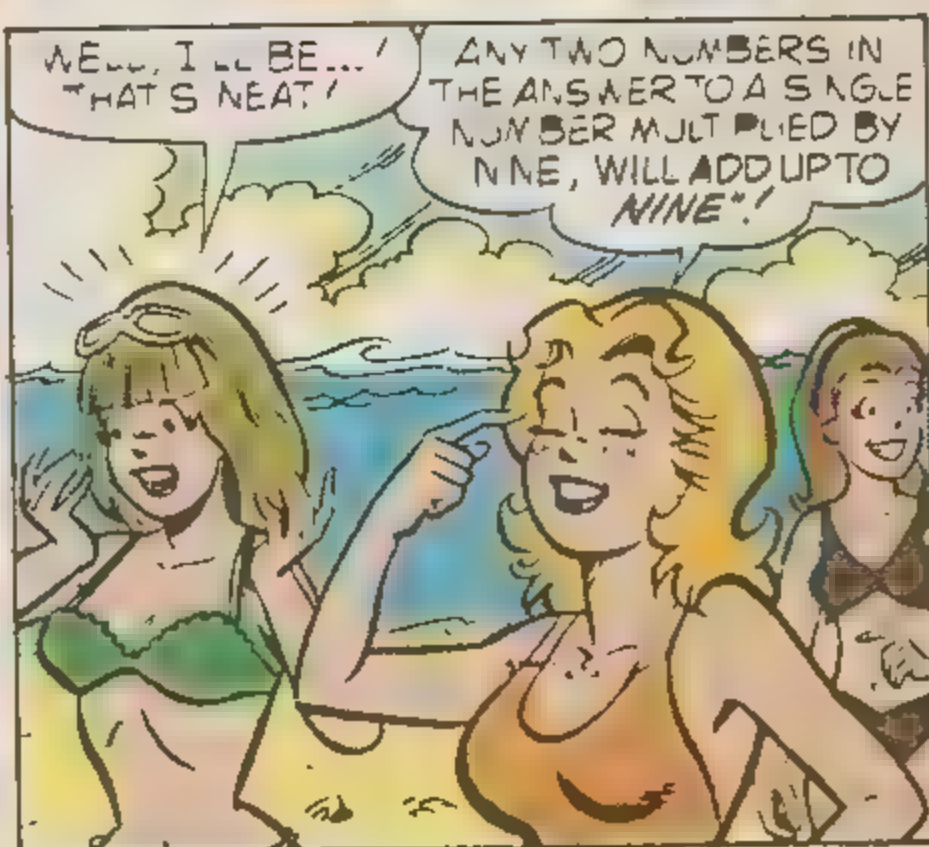
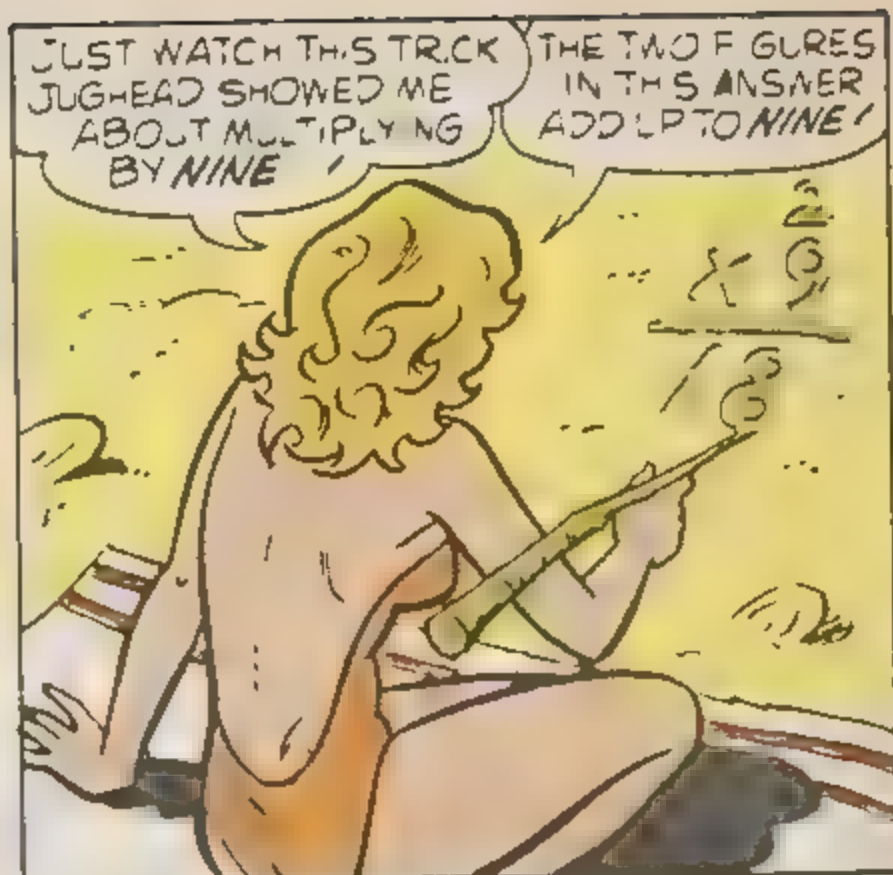
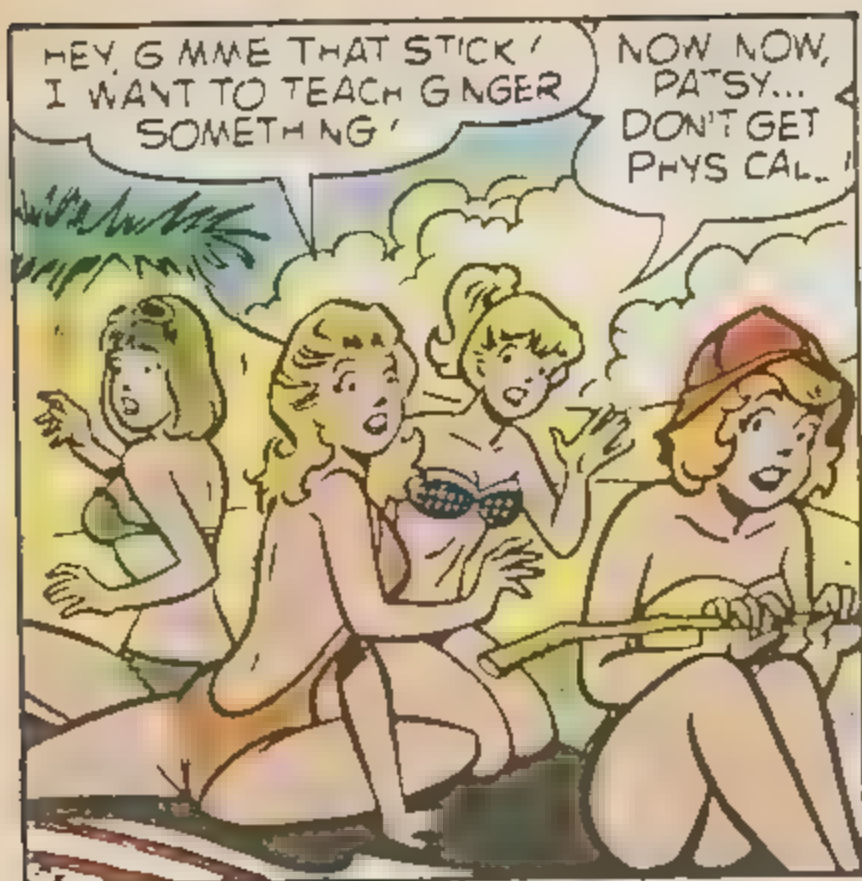
1. To enter, send your joke, name and address on a separate piece of paper to P.O. Box 236, Murray Hill Station, New York, NY 10156. Enter as often as you like, but each joke must be accompanied by a separate wrapper. All entries must be received by December 31, 1988. Entries become the property of Nestle Foods Corporation and your joke may be featured on future Laffy Taffy wrappers without additional compensation. Jokes currently found on Laffy Taffy wrappers are ineligible. Entry constitutes permission to use winner's name and

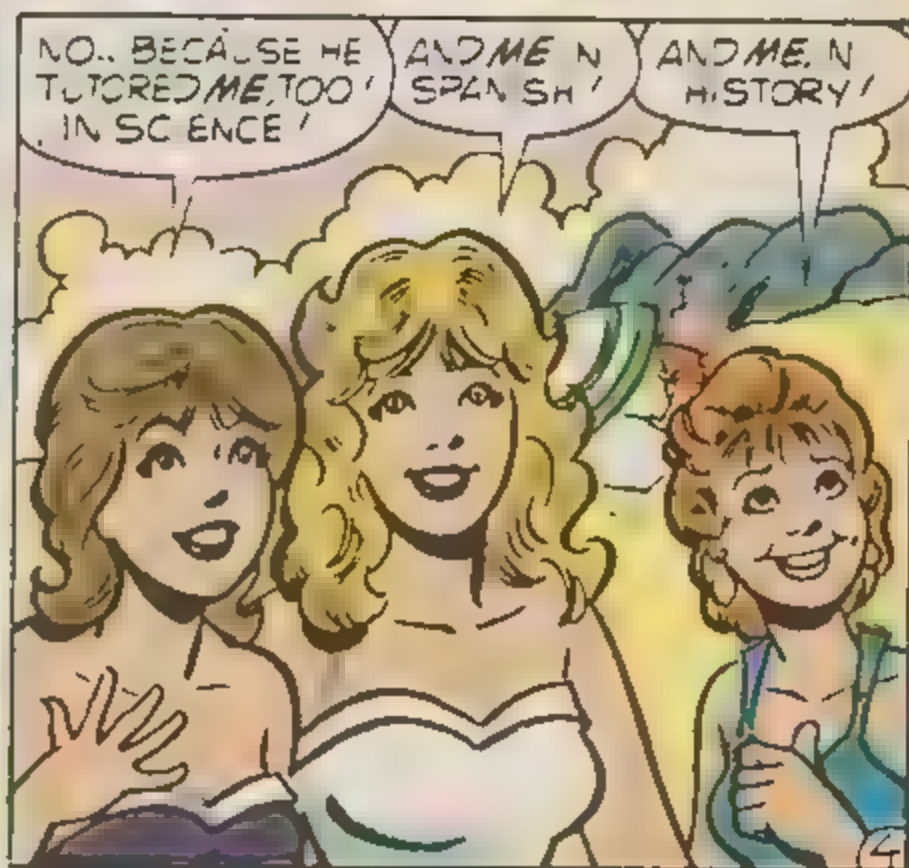
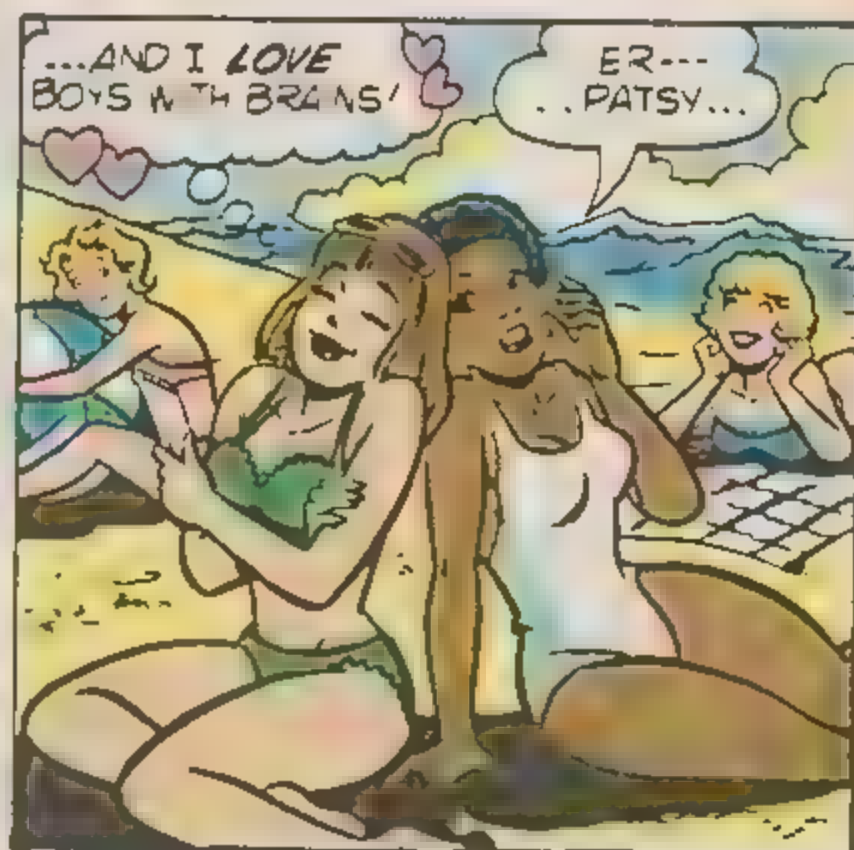
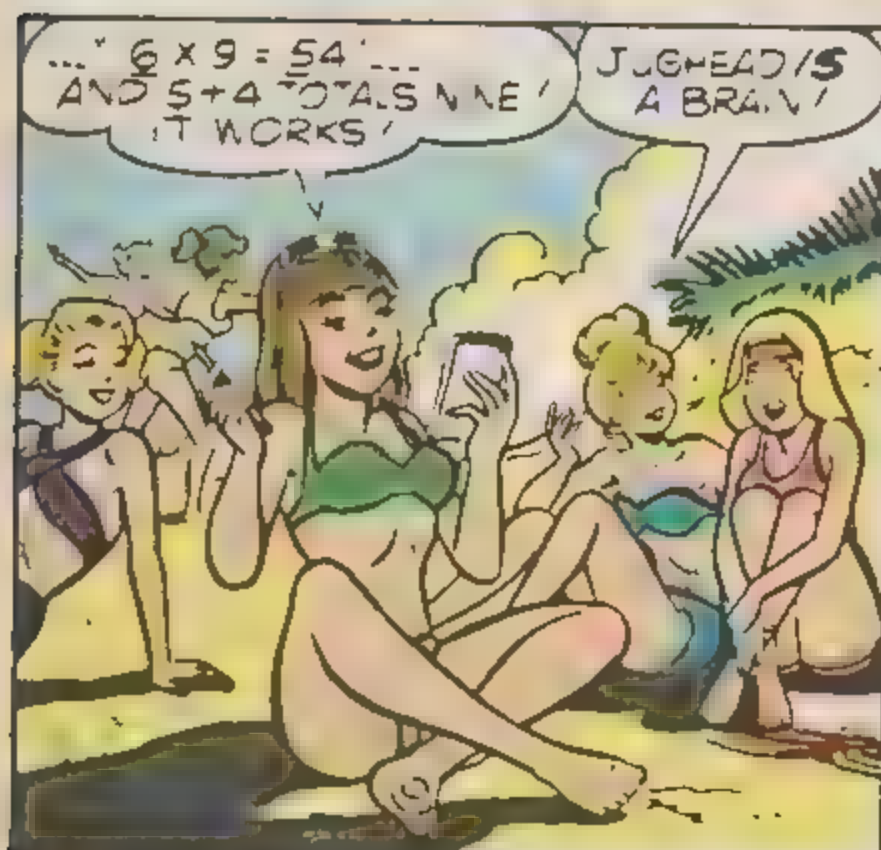
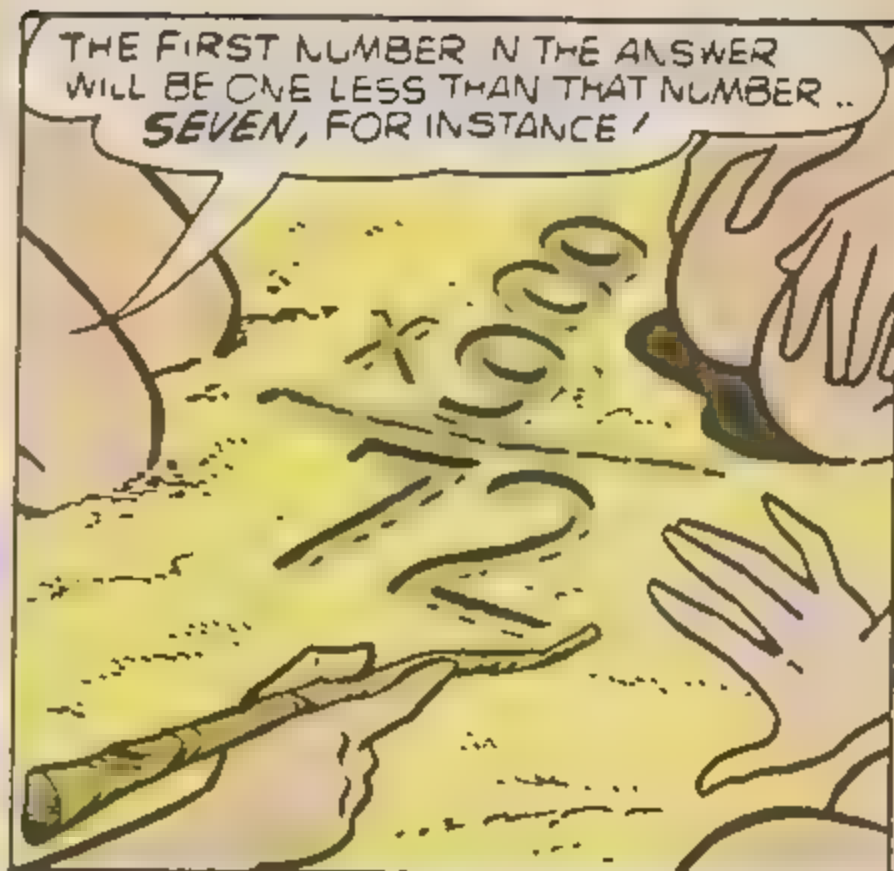
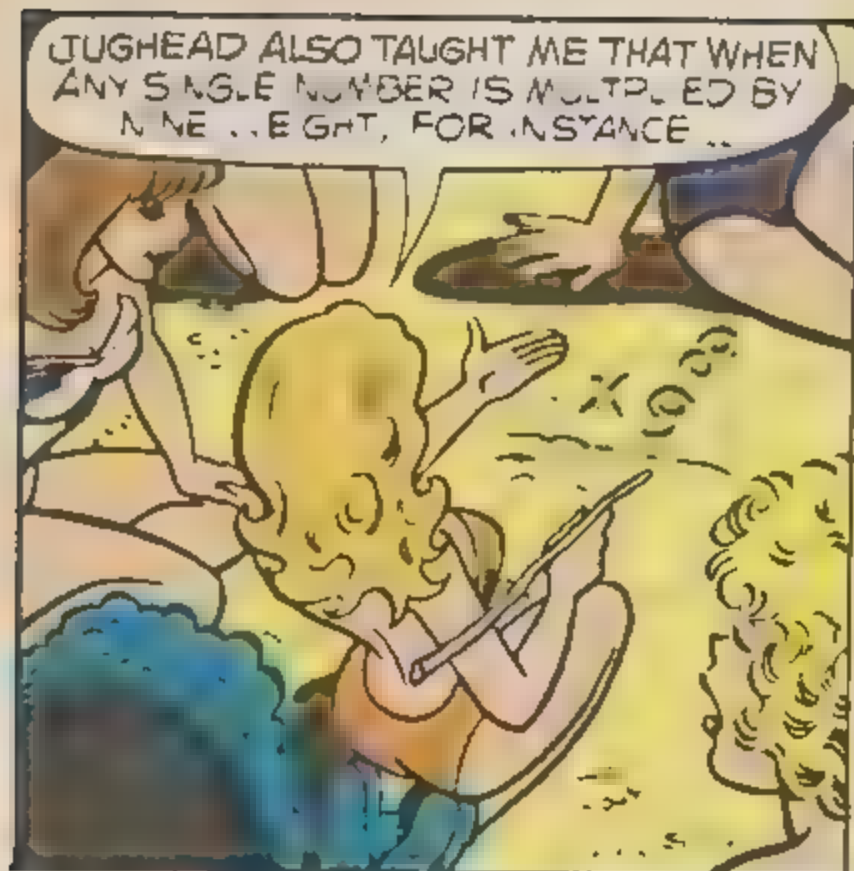
likeness in any publicity associated with this contest.
2. Void where prohibited. Complete rules may be found on tear-off of the official rules, send a stamped, self-addressed envelope to P.O. Box 236, Murray Hill Station, New York, NY 10016. Residents of Vermont, Maryland and Florida may omit return postage and are not required to submit wrappers with their entries. All federal, state and local regulations apply.
Contest ends December 31, 1988

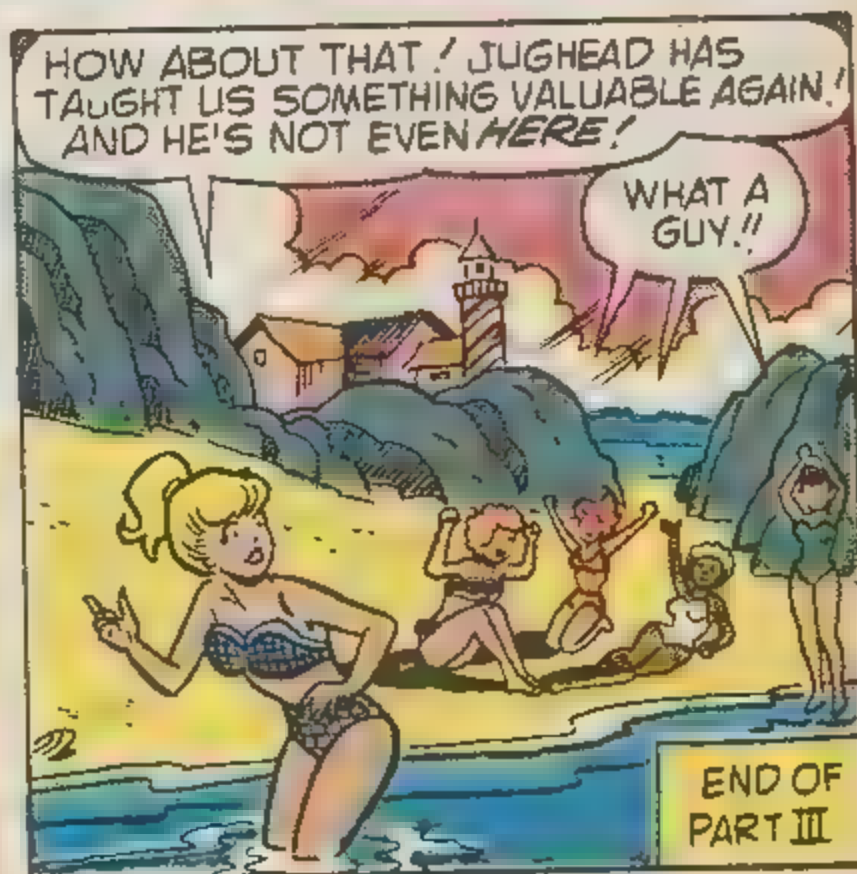
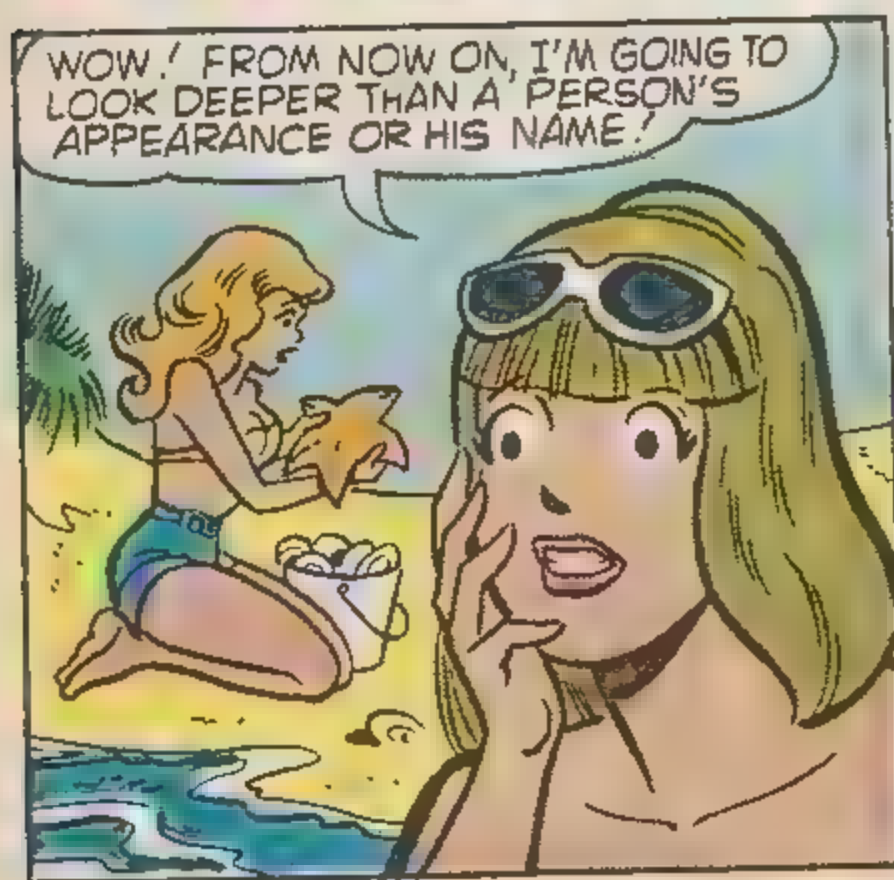
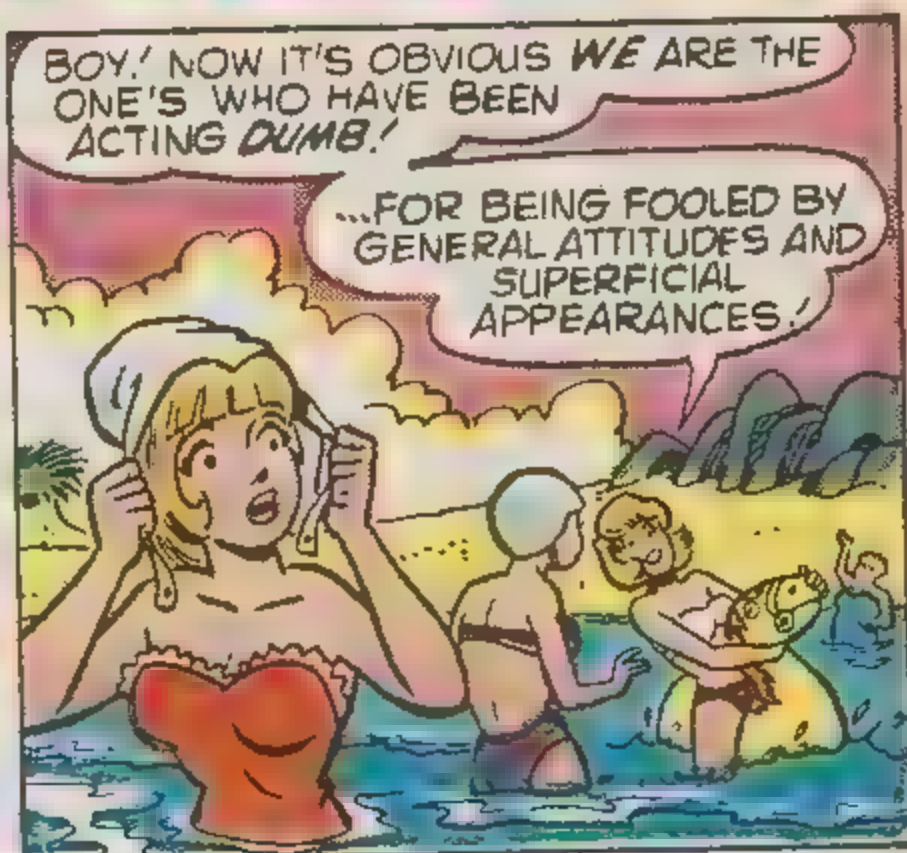
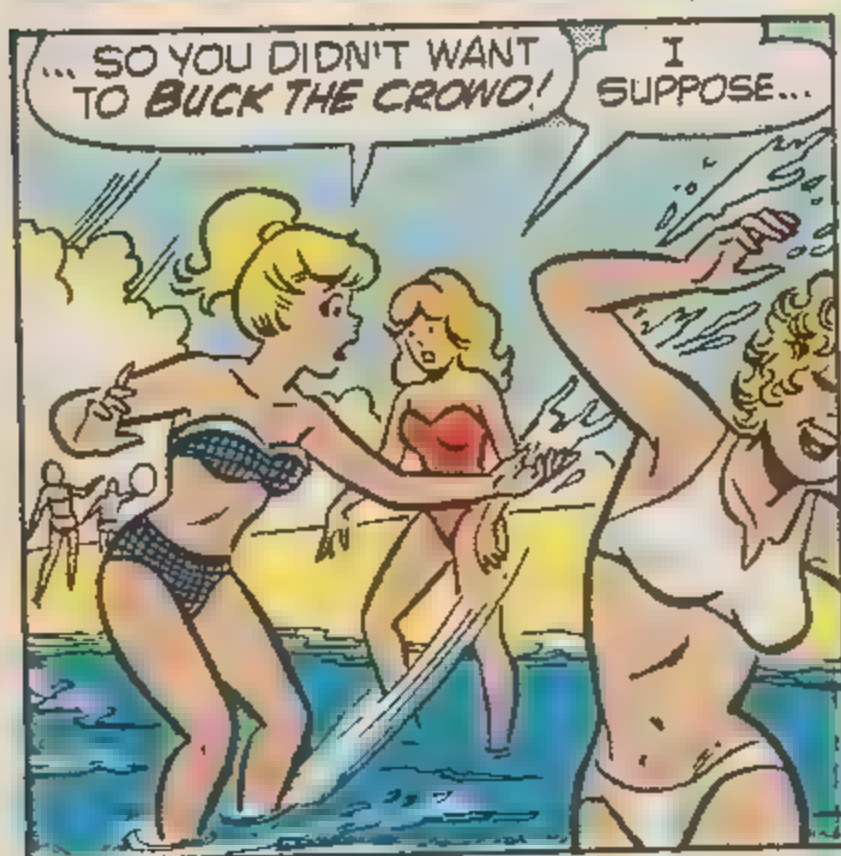
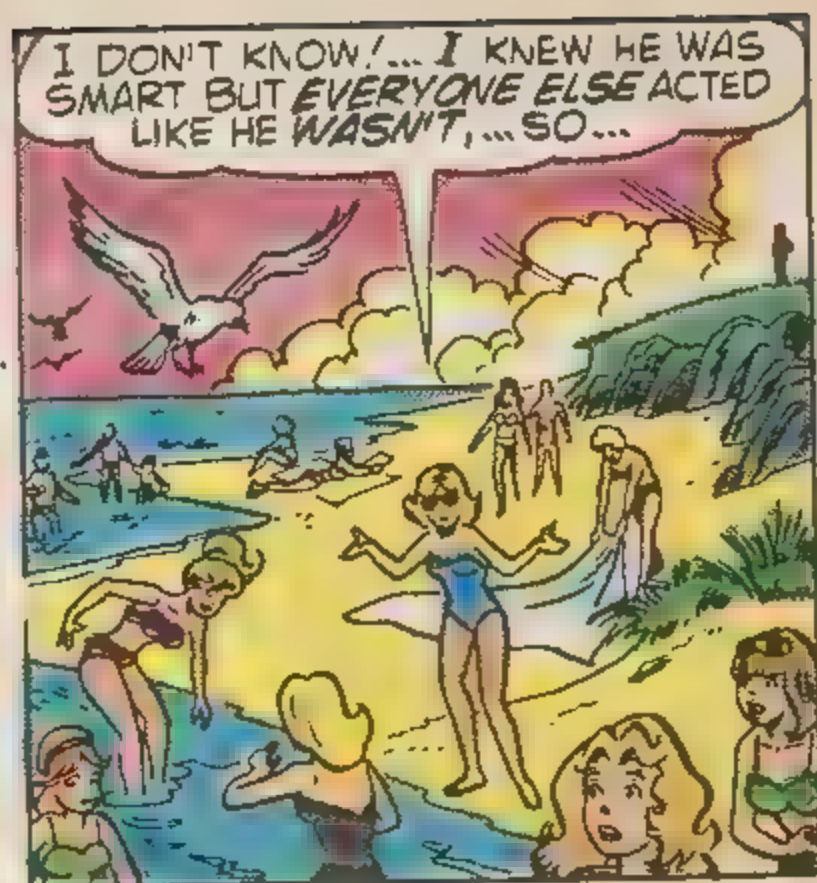
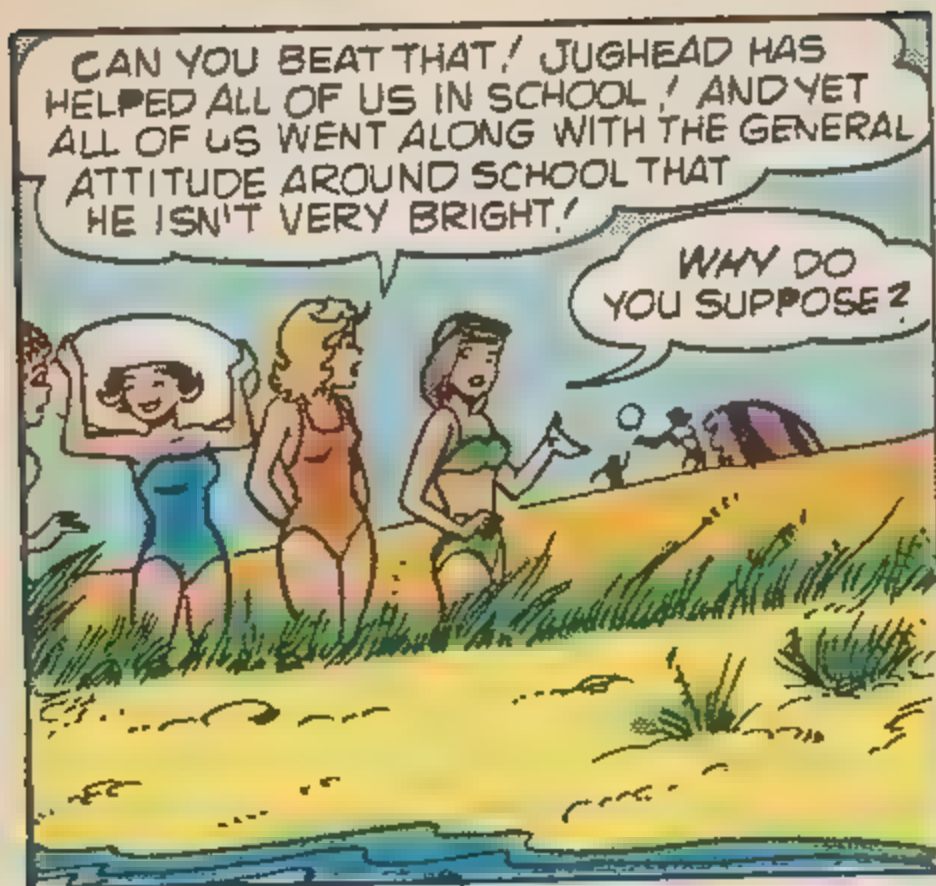


FOR MORE INFORMATION SEE THE ADULT CLUB PAGE IN THE MAGAZINE









THE Archies

in "LET'S DO THE Fruitslush MUSH!"

MISH, MUSH! YOU'RE MUSHIN' FRUITSLUSH!
DOIN' THE FRUITSLUSH MLSH!
JUST FREEZE! MUSH! AND EAT
A FRUITSLUSH!

BOY, WHEN VERONICA
THROWS A PARTY...
SHE GOES ALL OUT!

IT WAS A
GREAT IDEA
TO HAVE A
DANCE CONTEST!

JUDGES



WELL DONE KIDS! THE
JUDGES WILL HAVE A
TOUGH TIME DECIDING
WHO DID THE BEST
FRUITSLUSH MUSH!
SO, WHILE THEY ARE
CHOOSING THE WINNER,
WE'LL TAKE A BREAK!



AND HERE COMES
SMITHERS WITH SOME
DELICIOUS FRUITSLUSH
FOR US TO TRY!

GREAT!

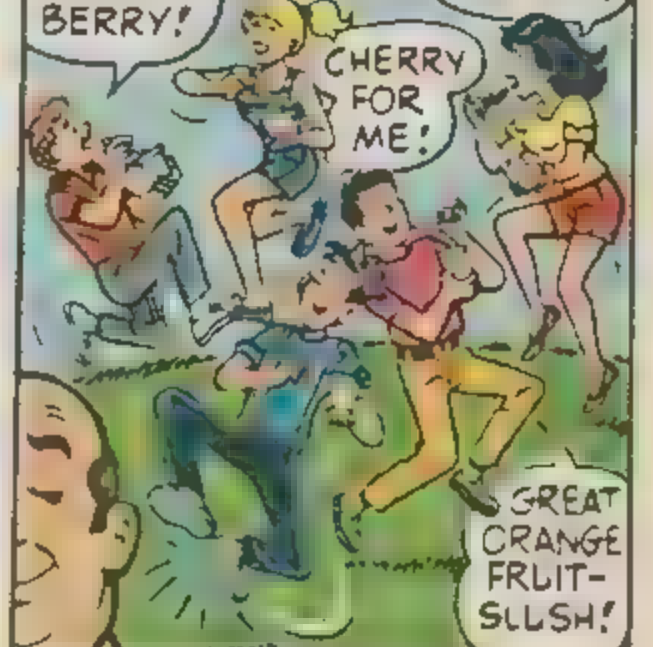


I'VE GOT
YUMMY
STRAW-
BERRY!

MINE'S
GRAPE!

FRUIT-
PUNCH!
YUMMM!

CHERRY
FOR
ME!



GREAT
ORANGE
FRUIT-
SLUSH!

HEY, ARCHIE!
THIS NEW
FRUITSLUSH
IS TERRIFIC!

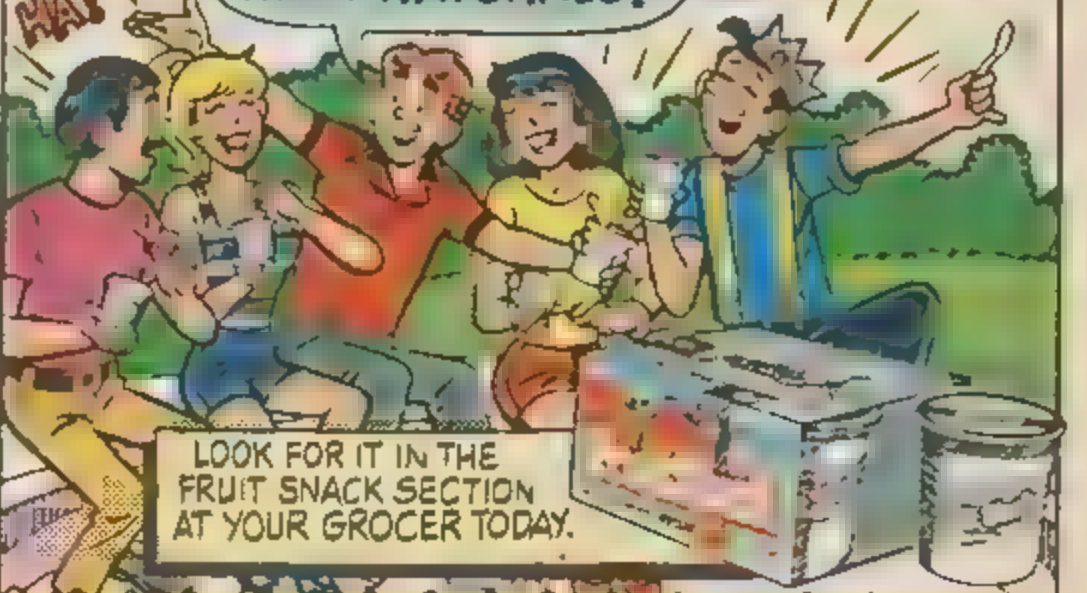
IT SHOULD BE
BETTY! IT'S
MADE WITH
REAL FRUIT
JUICES AND
LOTS OF
VITAMIN C!



AND THE WINNERS ARE... THE ARCHIES!

WELL, GANG... JUST
LIKE FRUITSLUSH,
WE'RE NATURALS!

WEE!
WEE!
WEE!



LOOK FOR IT IN THE
FRUIT SNACK SECTION
AT YOUR GROCER TODAY.

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Archie's

CLUB NEWS

OF THE READERS ---
BY THE READERS ---

JUGHEAD NO 7 AUGUST

AND FOR THE READERS !!!

FIRST PRIZE \$1.00

REPORTER

STACY TOMS

Benton, Illinois



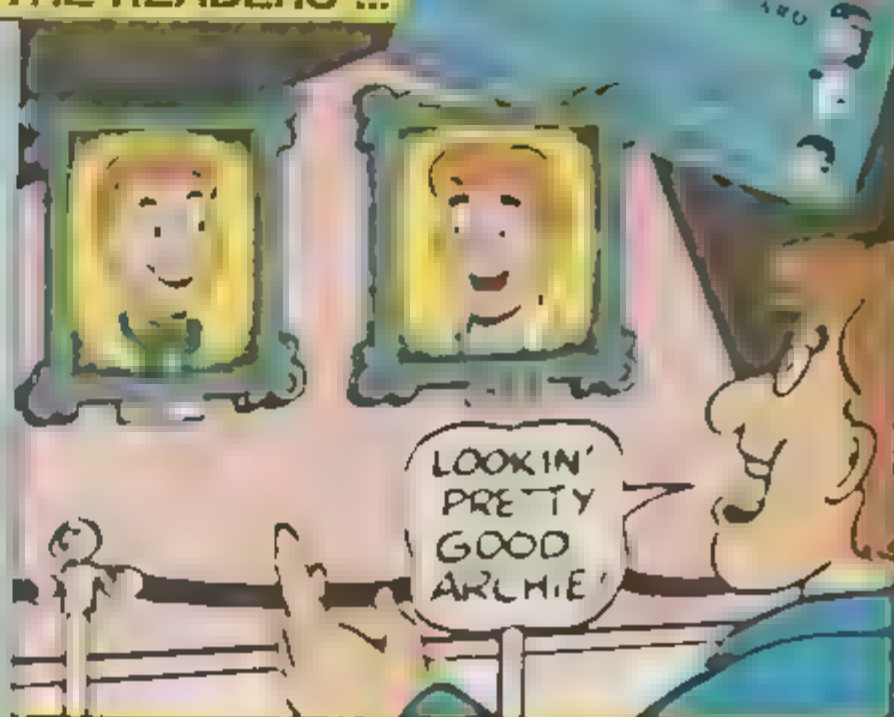
Dear Archie

I have often wondered why dinosaurs became extinct. Just recently, I read up on dinosaurs and this is what I found out.

Scientists believe the basic cause was the rising of mountain ranges during the Cretaceous period over 70 million years ago. When the mountain ranges formed, the great seaways drained from the continents and thus the vast swamp lands that were once the homes of the dinosaurs dried up.

This caused tremendous changes in the climate and the food supply. However, the dinosaurs had become specially adapted to the old conditions and could not adjust to their rapidly changing environment. New plants appeared and old ones died out. The plant eaters could not live on the new plants. As the plant eaters died out, the meat eaters that depended on them for food also died.

This long, slow process took from 10 to 20 million years. By the end of the Cretaceous period, all the dinosaurs had disappeared from the earth.



SECOND PRIZE-\$4.00

REPORTER

ADAM KLINE

Auburn, California



Dear Archie:

Since this is an Archie Club Report, I thought it would be interesting to do a report about Archie Comic books!

Archie first appeared in December of 1941 in a comic book called Pep, issue number 22. Archie's first artist was Bob Montana. In his very first story, Archie is showing off to his new neighbor, Betty Cooper, and accidentally destroys a couple of Mr. Cooper's priceless belongings. Great going, Arch! Off to a great start!

Jughead was in this first story, however, Veronica appeared just a few months later.

Eventually, other artists began to draw for Archie Comics, including Bill Vigoda, Harry Lucey, George Freise, Sam Schwartz and Dan DeCarlo. At present the staff of writers and artists is too long to list. But through it all, Archie has remained pretty much the same since he was created 47 years ago.

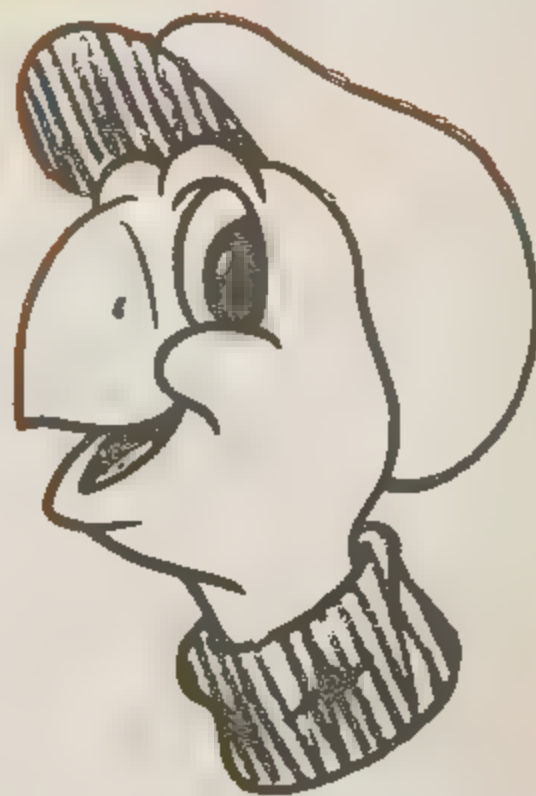


ARCHIE FANS! Every month, ARCHIE CLUB MEMBERS have their letters printed in my comics wherever the ARCHIE CLUB NEWS appears. The winners receive CASH PRIZES and their names are printed in the comics. You can become a member, too! Look for the ARCHIE FAN CLUB AD in THIS ISSUE. After you join the club, you will be eligible to submit all the letters you want and WIN CASH PRIZES!

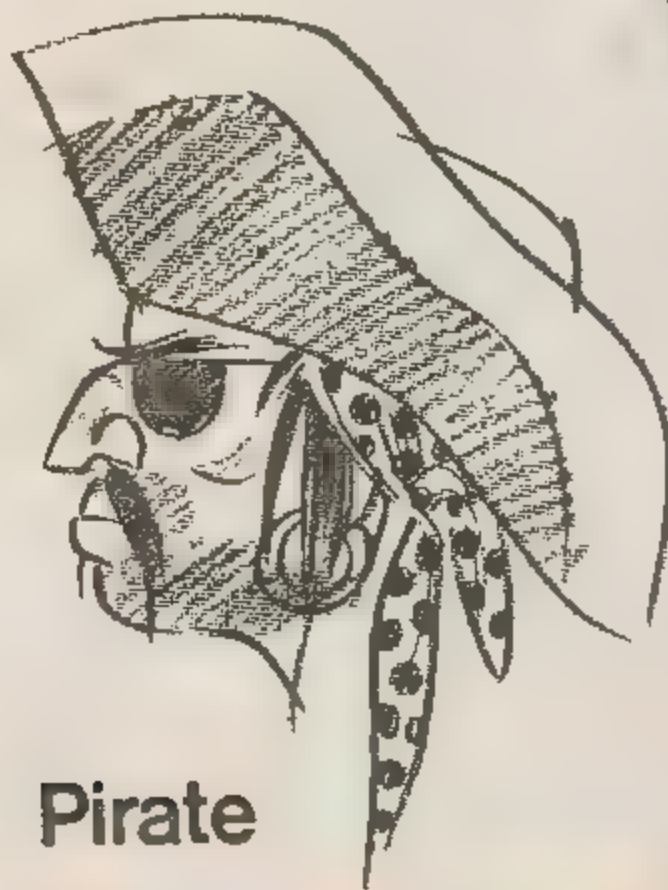
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"Tippy"



Pirate

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(PLEASE PRINT)

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Occupation _____ Age _____

Address _____ Apt. _____

City _____ State _____

County _____ Zip _____

Telephone Number _____

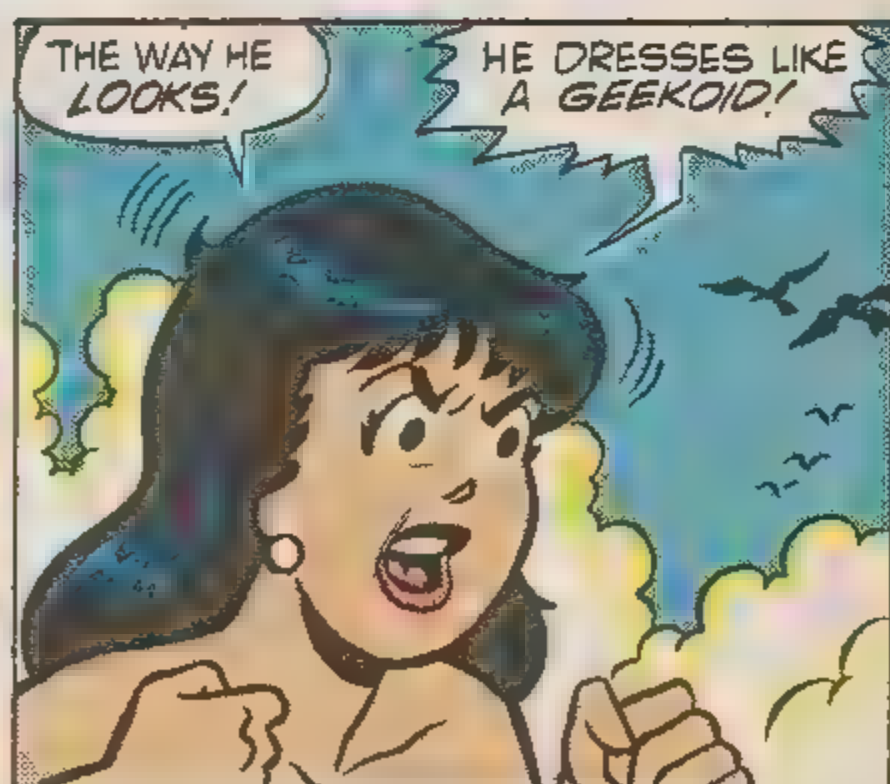
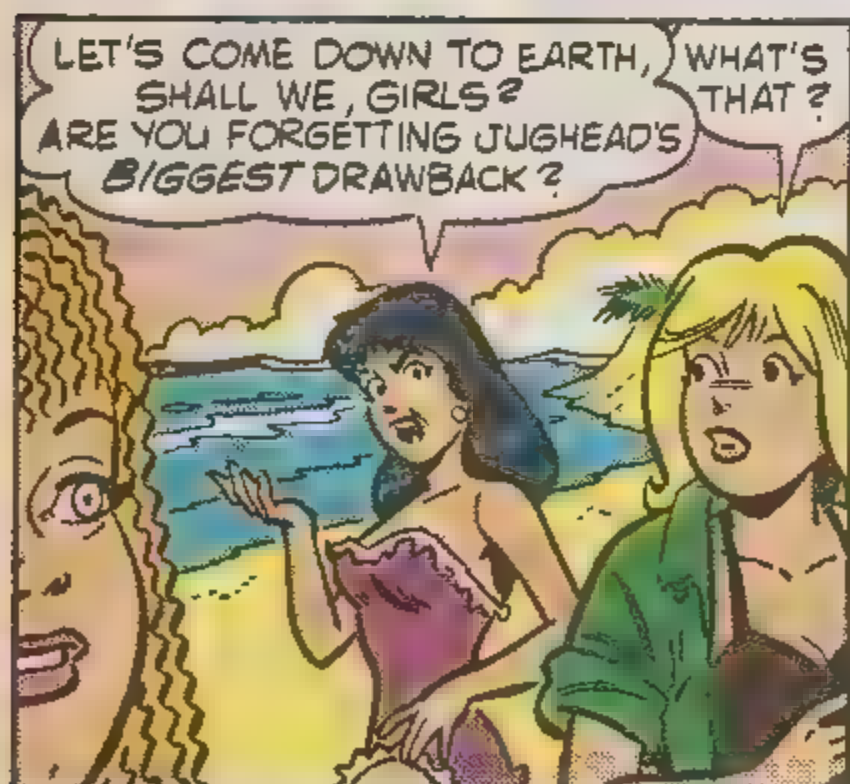
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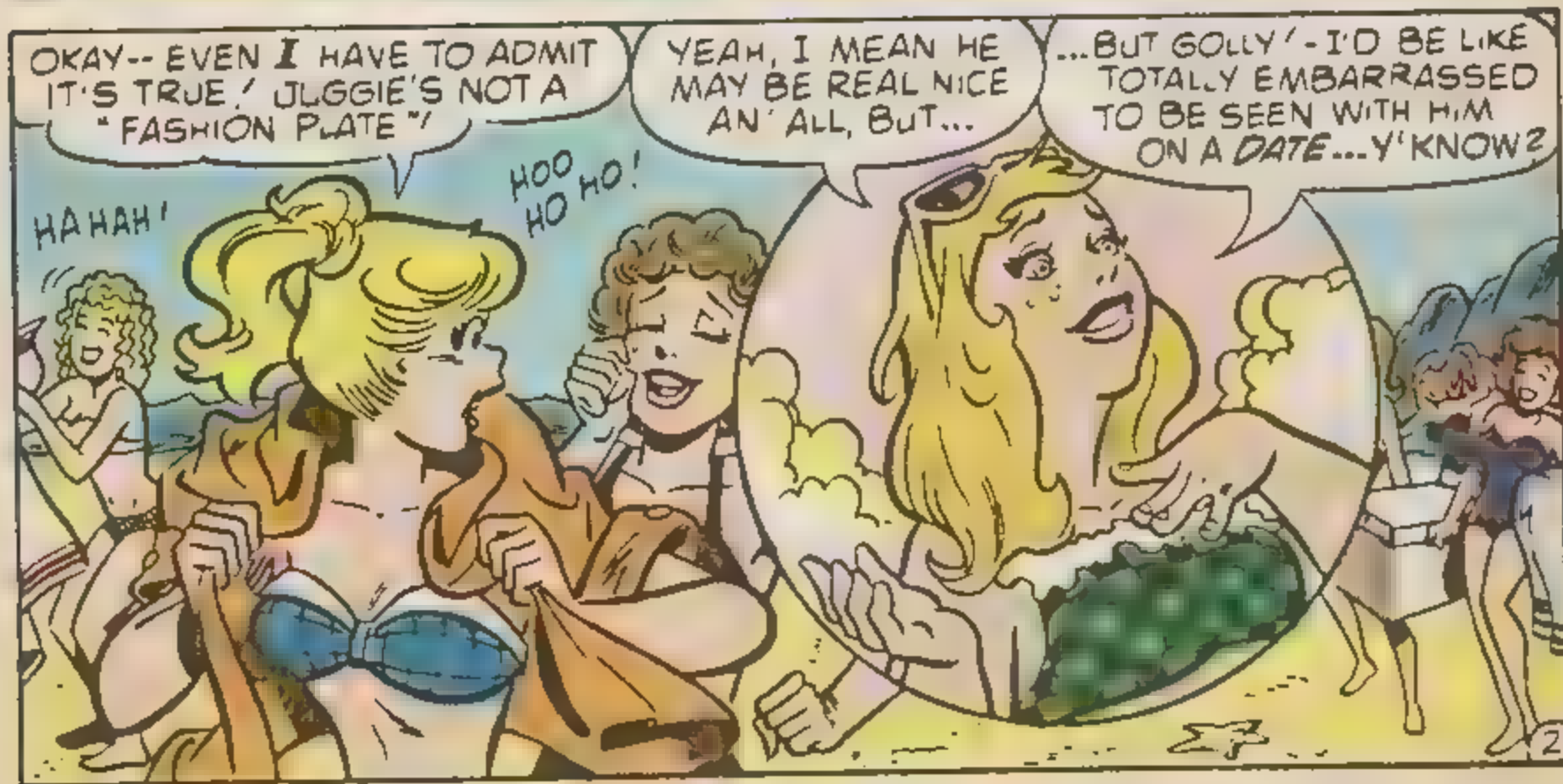
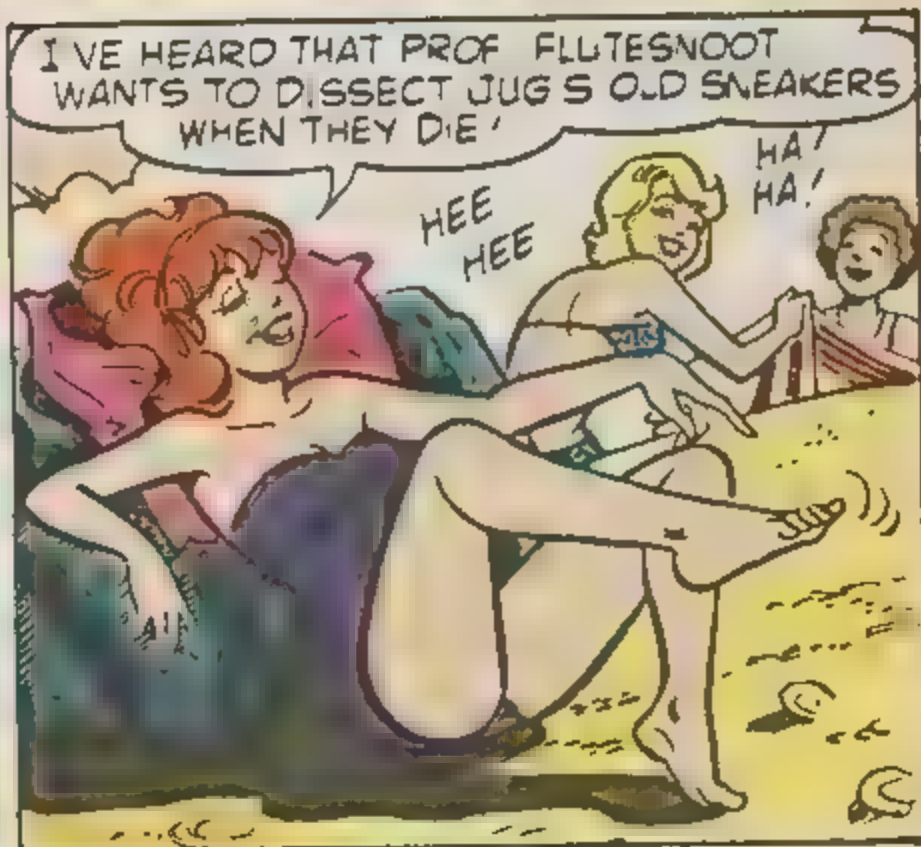
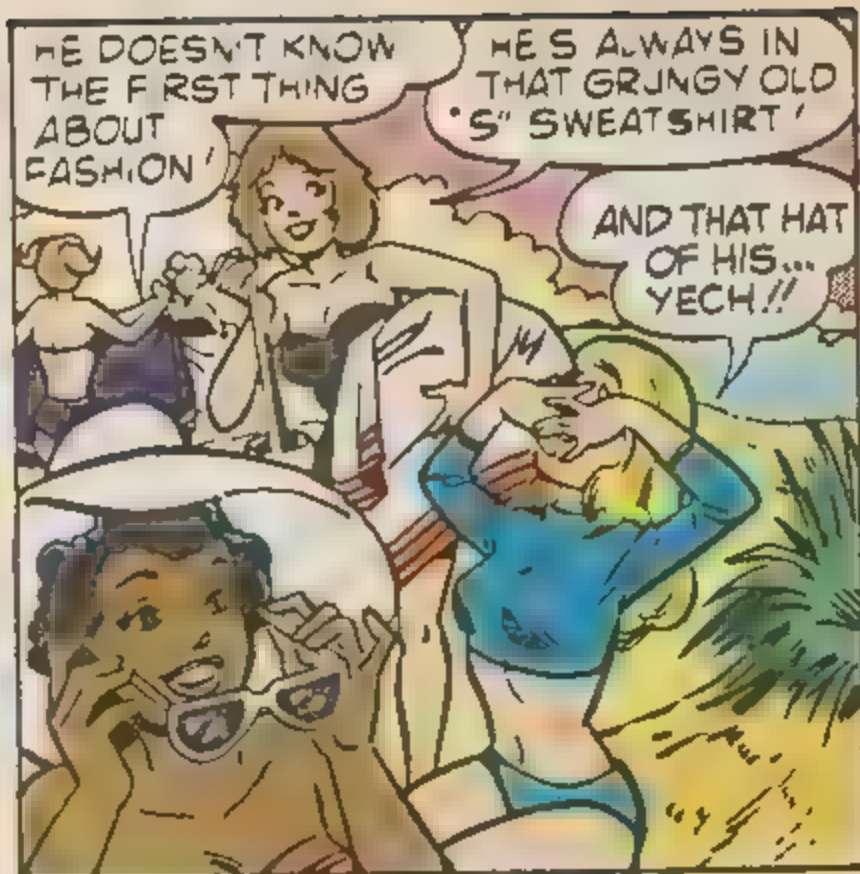
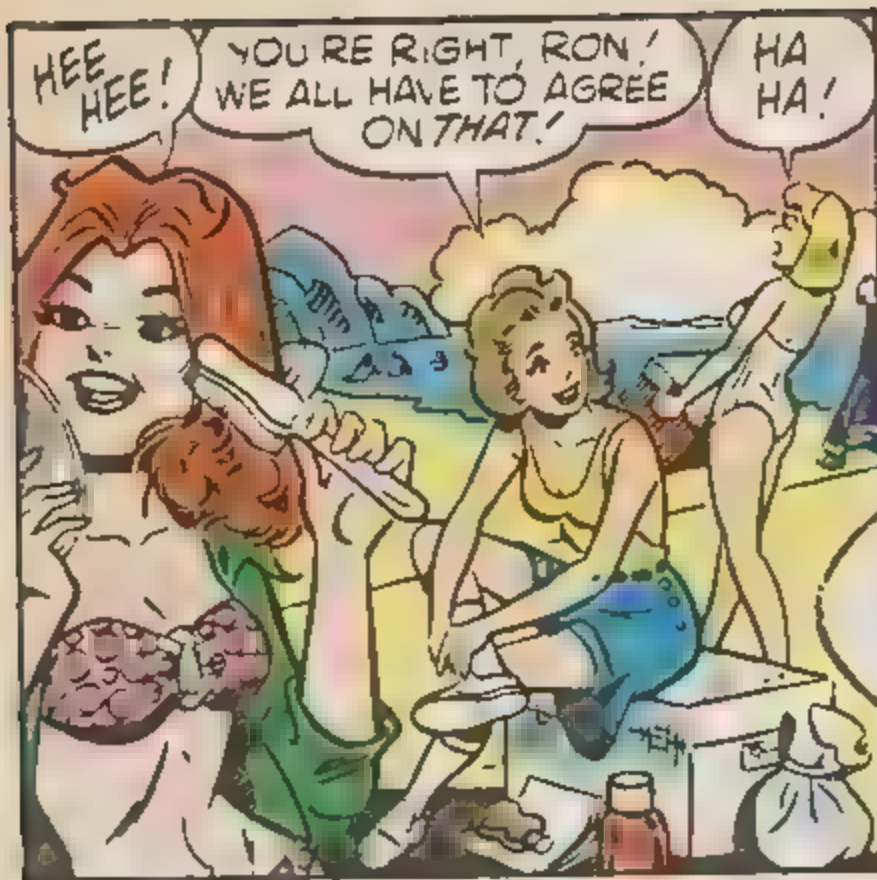
Make your drawing any size except like a tracing. Use pencil. Every qualified entrant receives a free professional estimate of his or her drawing.

Scholarship winners will receive Fundamentals of Art taught by Art Instruction Schools, one of America's leading home study art schools. Our objective is to find prospective students who appear to be properly motivated and have an appreciation and liking for art.

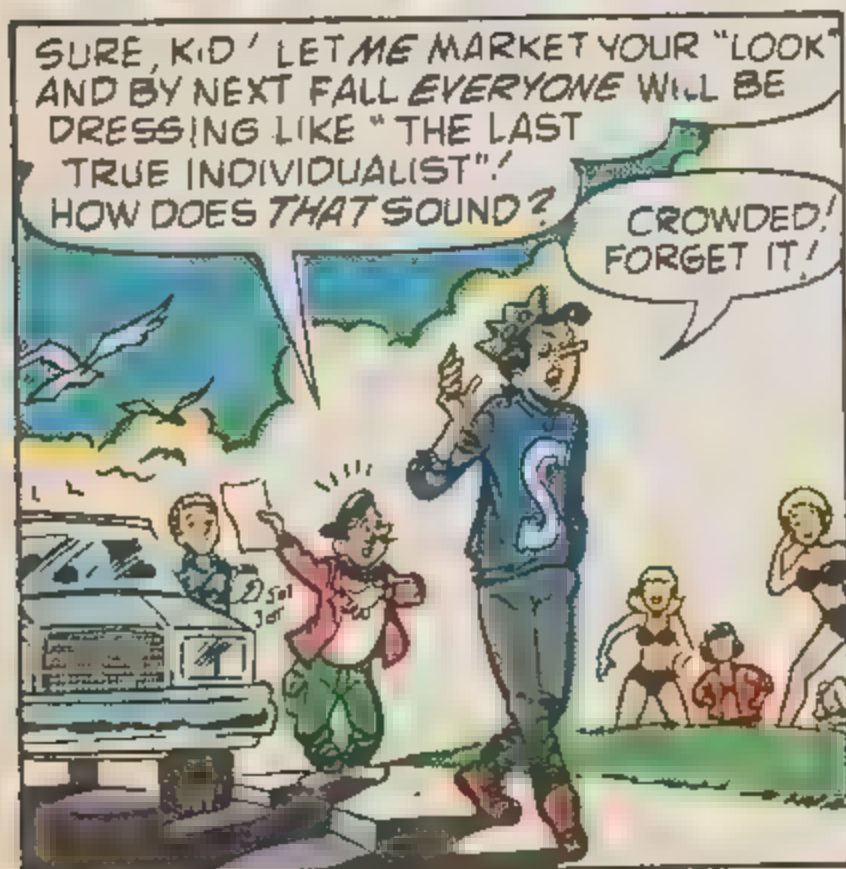
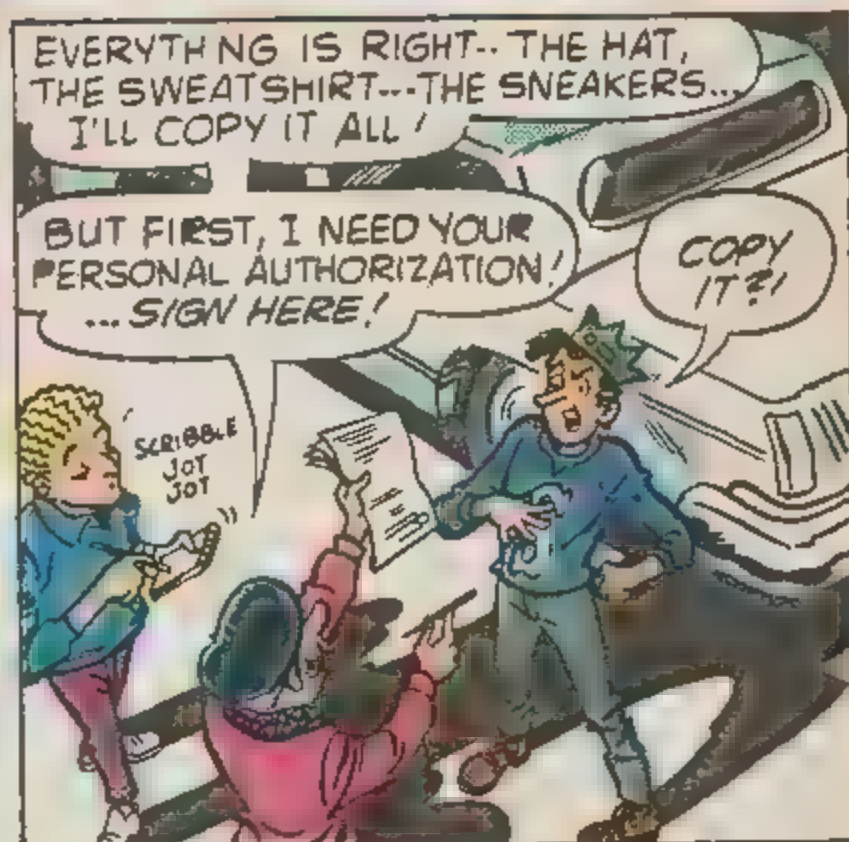
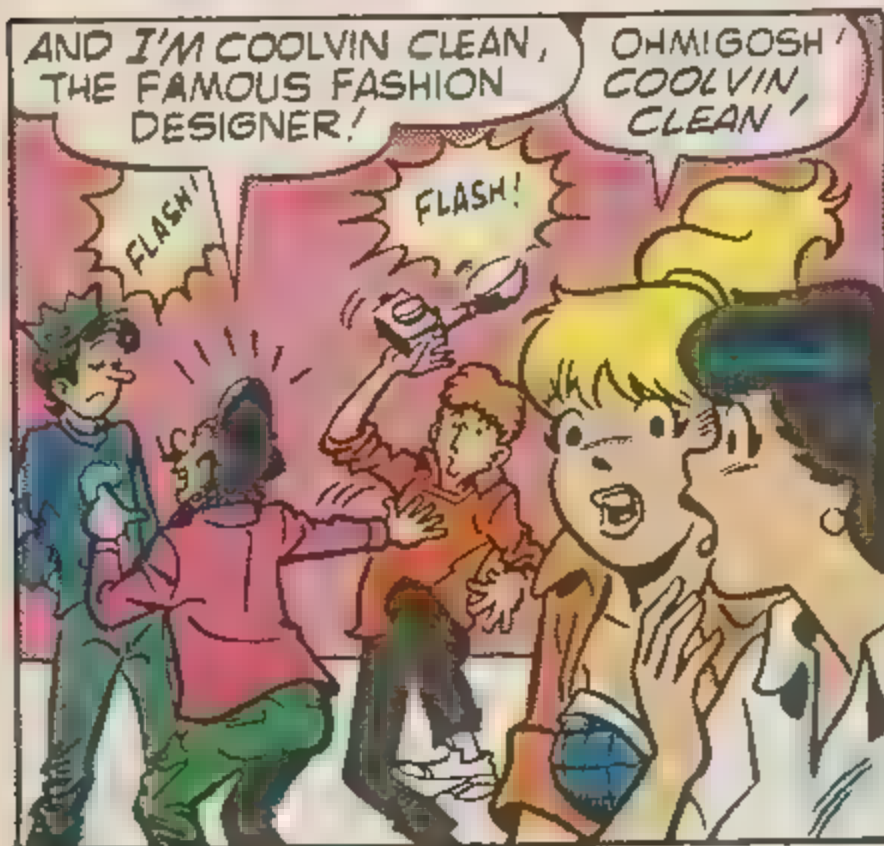
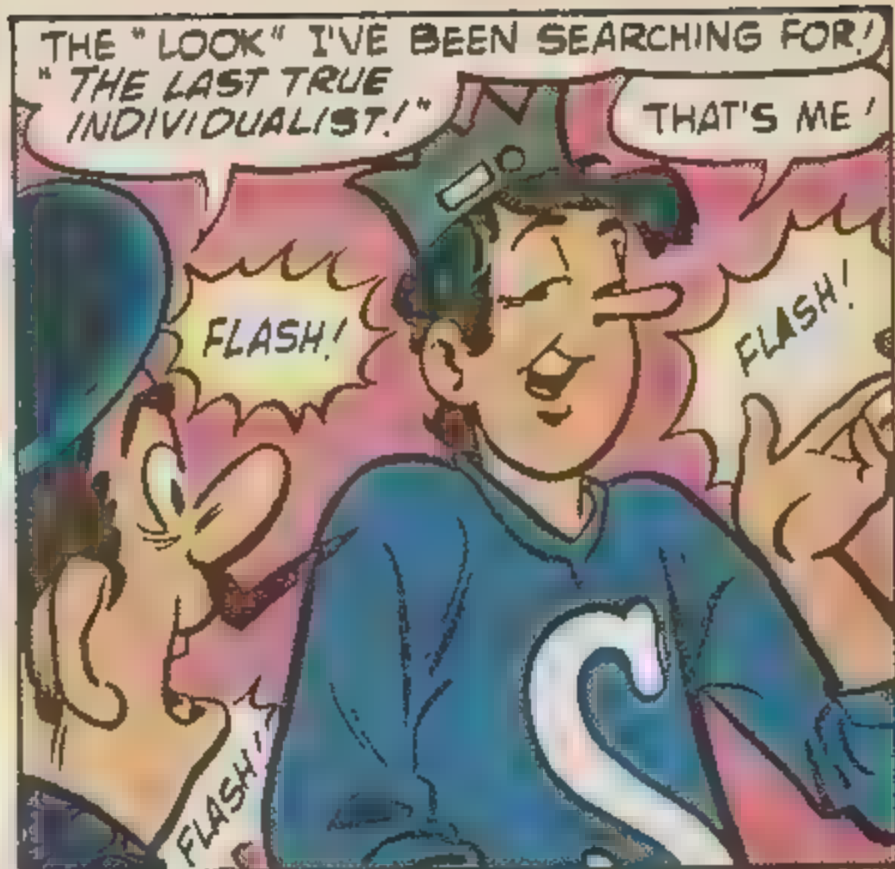
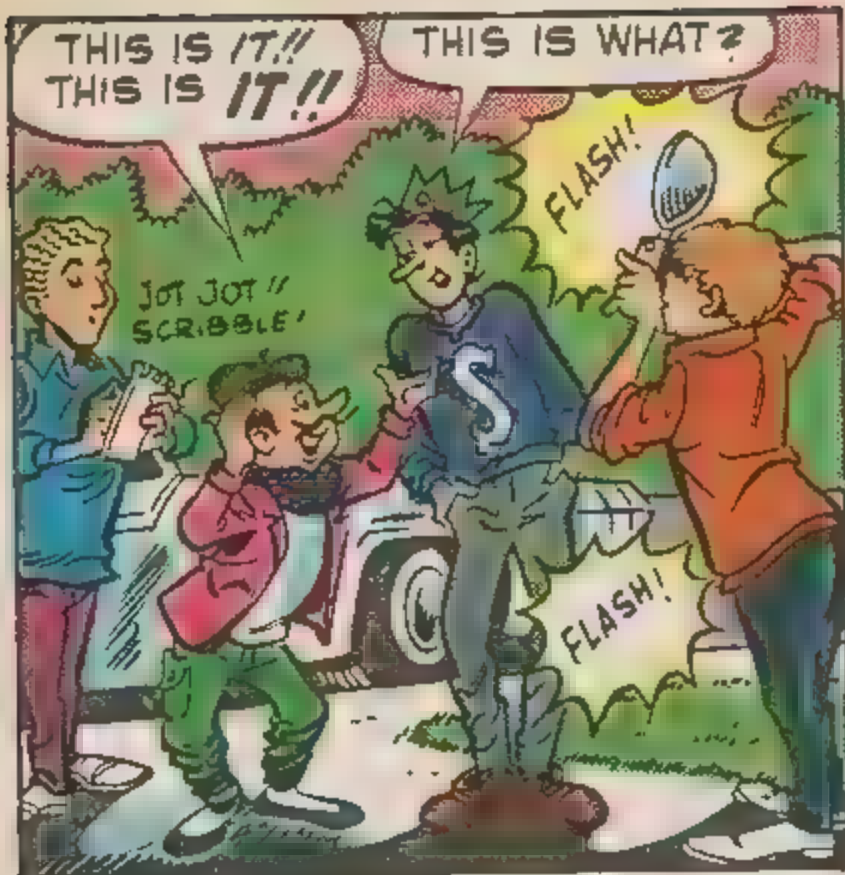
Your entry will be judged in the month received. Prizes awarded for best drawings of various subjects received from qualified entrants age 14 and over. One \$25 cash award for the best drawing from entrants age 12 and 13. No drawings can be returned. Our students and professional artists not eligible. Contest winners will be notified. Send your entry today.

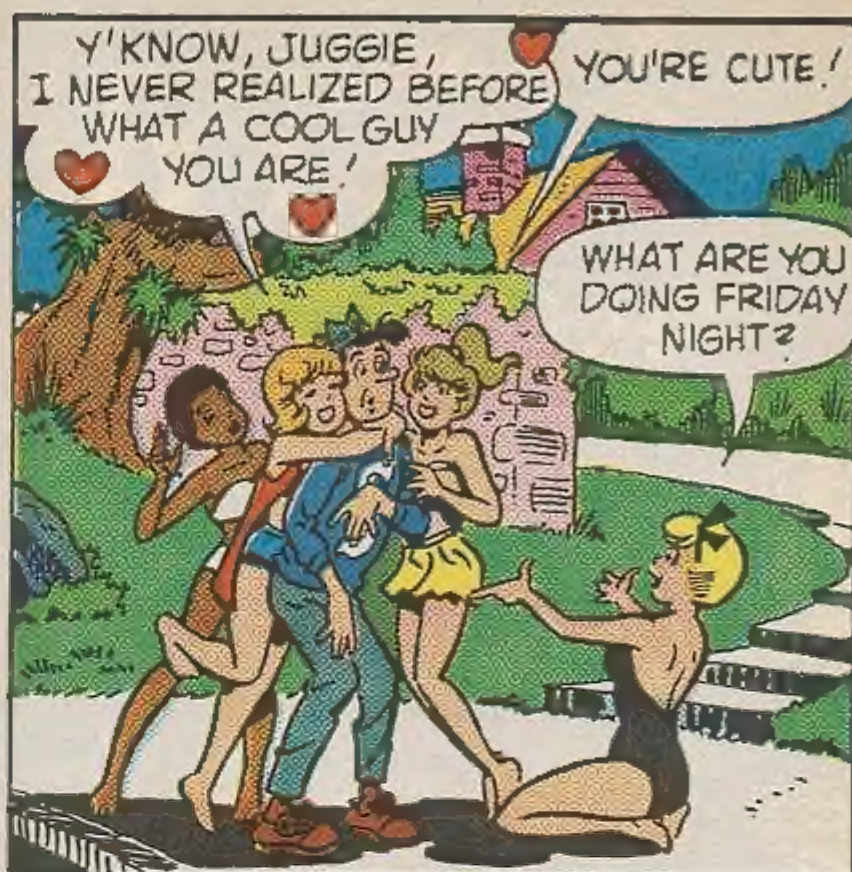


★ ★ WATCH FOR "THE NEW ARCHIES" CARTOON SHOW ★ ★
ON NBC TV-SATURDAY MORNINGS ★ ★











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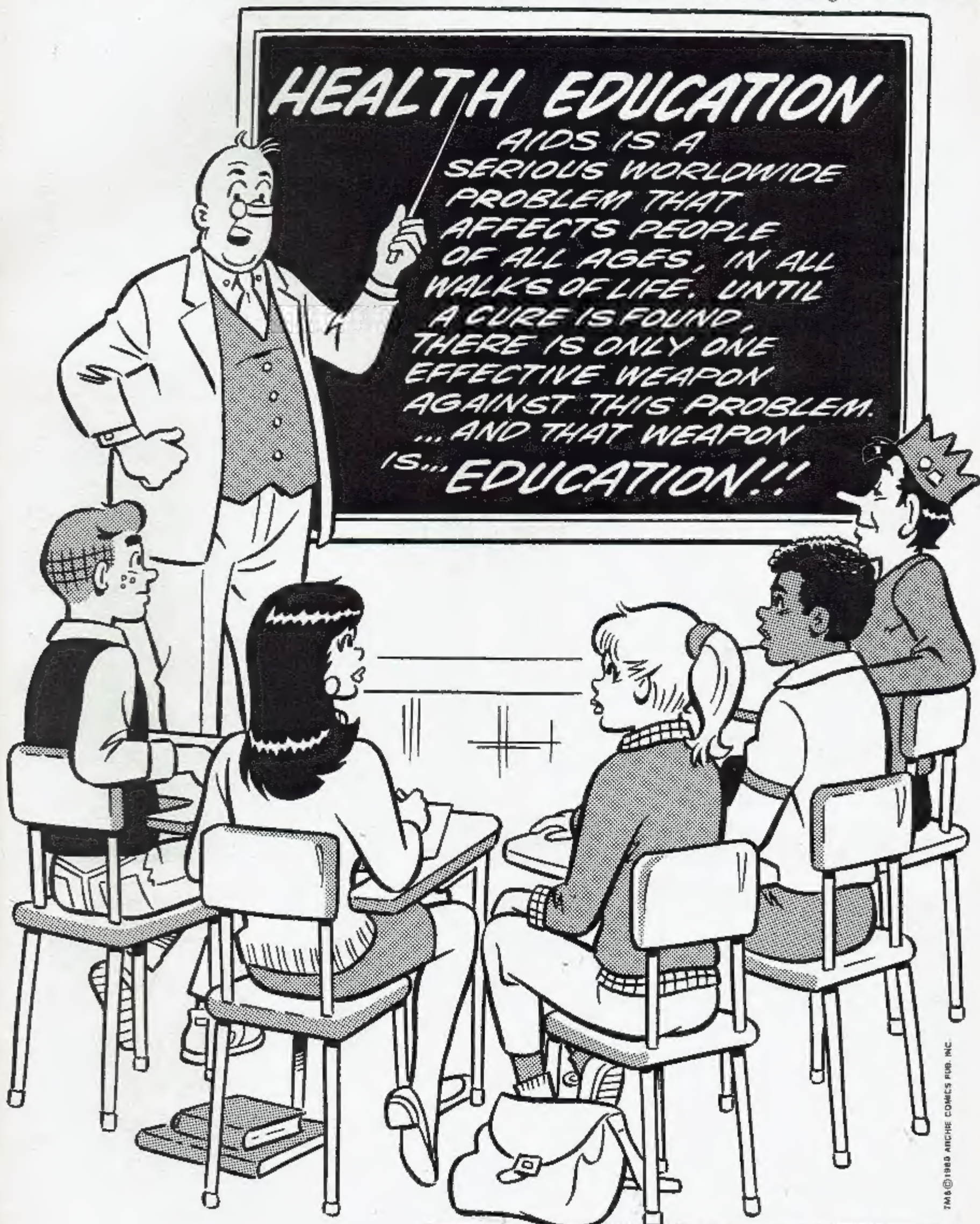


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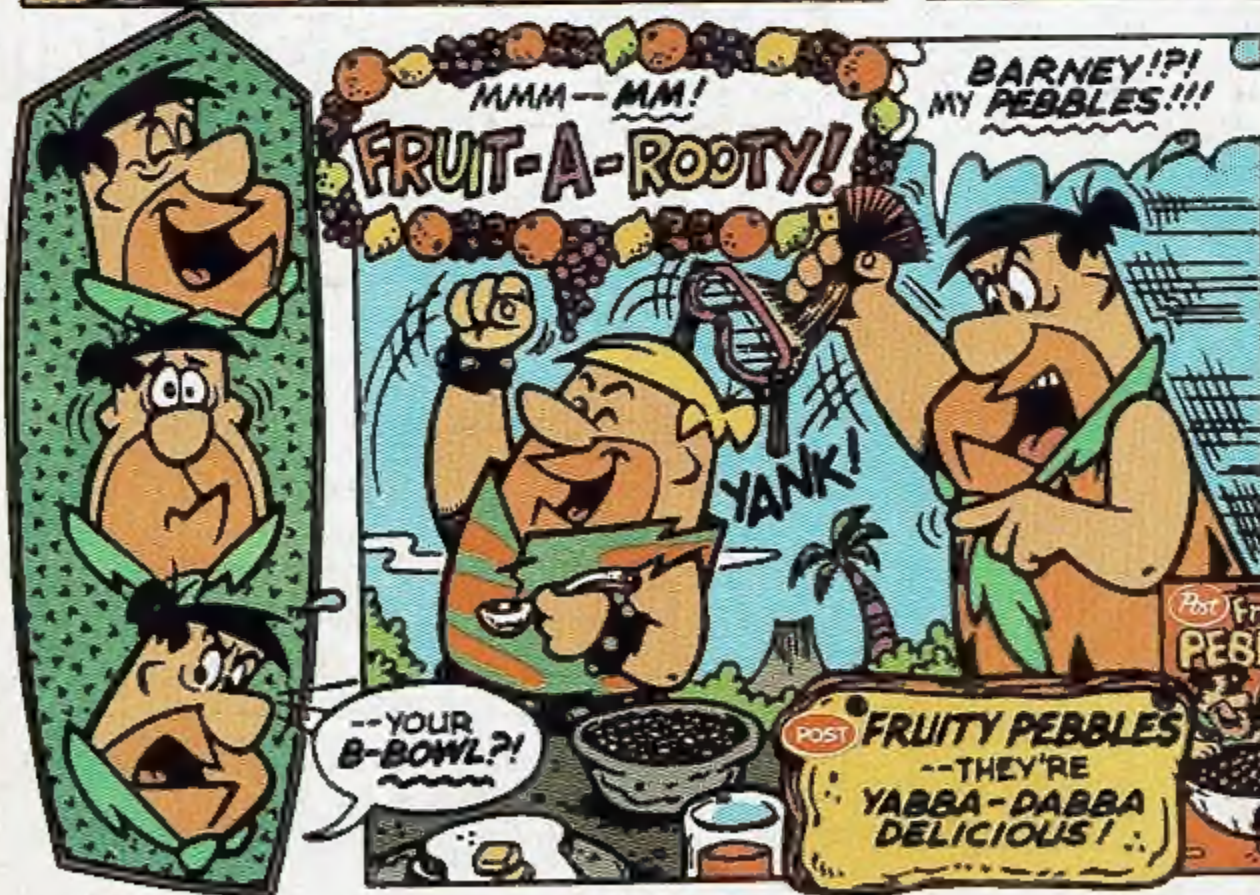
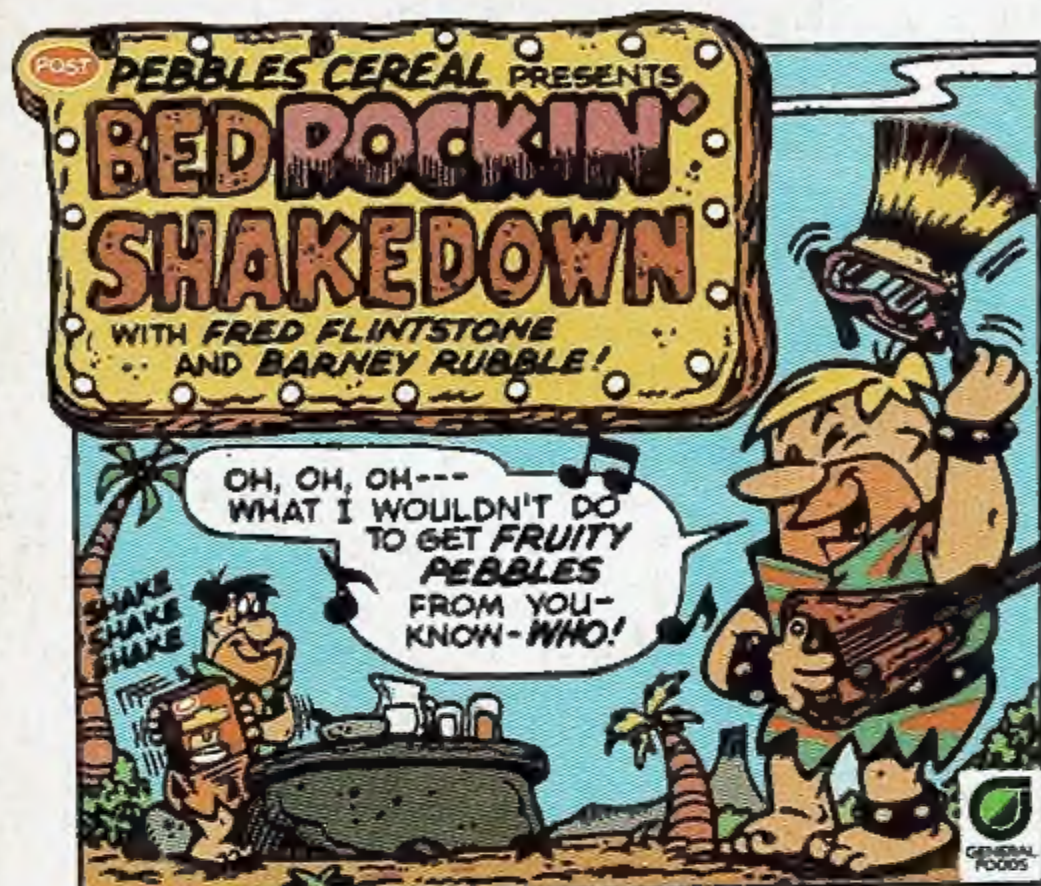
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